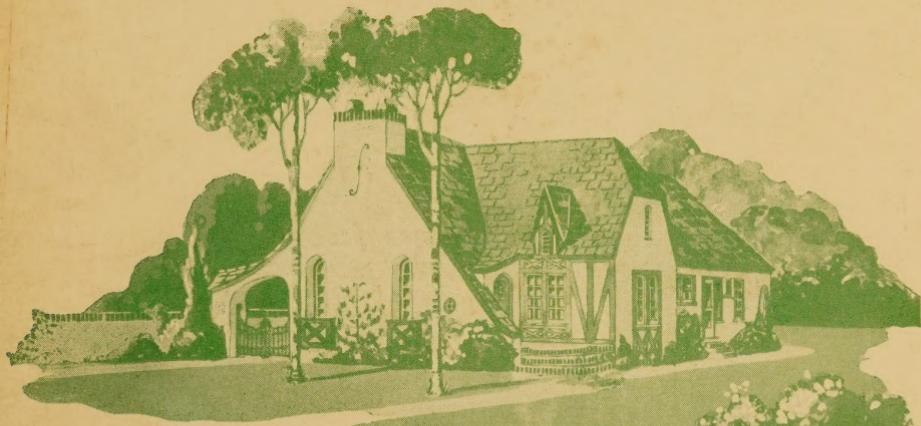


# OUR NEW BOOK *of* Building Suggestions



100  
PLANS  
from which  
to choose

PRICE  
ONE DOLLAR



Service Department

**THE DIAMOND MATCH COMPANY**

Lumber and Materials for Better Homes

48 Yards in Northern California

MAIN OFFICE—CHICO, CALIF.

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## SPECIAL NOTICE

*Most all of the homes featured in this book will look equally as attractive constructed of siding, shingles, brick, or stucco regardless of the material they are shown in. Alternate roofing material can also be used if desired.*

---

Price One Dollar

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*While the plans in this book were not created by Certified Architects, they have been developed by competent draftsmen who specialize in modern home planning.*



**H**ERE— In this book you will find the greatest variety of inexpensive home building suggestions, ideas and plans ever featured. Each one a distinctive creation in itself, no two alike, and they represent all sizes, kinds and styles of modern architecture.

These plans were selected with great care and are worthy of your most serious consideration.

Whether you are desirous of building a home of your own or one for sale, the information this book conveys will be of untold value to you.

**REMEMBER PLEASE**— It costs as much to build ordinary houses as it does real homes that have been created by competent experts. In carefully planned homes the working details show and tell contractors what to do and how to do it, that you, as a home builder, may receive maximum home value for money you invest. That means beauty and convenience without adding to the cost.

Realizing this, it is foolish to invest your money in labor and materials or even contemplate starting construction work until you have decided definitely in advance what you want, what to use and how you are to have it built.

**FOR YOUR CONVENIENCE**— We have retained the services of these home planning experts, and under our cooperative plan we are able to serve you efficiently. Their offices are located in Los Angeles, the fashion center of Ideal Homes, and the results of their efforts are furnished you through our firm in this trade territory. A service that would be prohibitive were you to secure it through any other source.



Own  
Your Own  
Home

TWENTY-TWO YEARS have passed since the founders of this business compiled and published the first modern homes book ever offered the building public. New editions have been printed every year and through these books the building public have been privileged to select plans covering the very latest in modern homes; today the results of our efforts are reflected all over the world in the form of beautiful, well planned homes and satisfied home owners.

As originators of the Bungalow Book, Ready-to-build-from plans and such popular types of construction as the California Bungalow, Aeroplane, Chalet, Modified Colonial, English and Spanish, we are very proud of these years of service and the business we have builded. We do appreciate fully that confidence and satisfaction are necessary instruments of service in the building of any successful business and to the continuous application of these principals we credit our success.

Now again we offer for your consideration and approval our latest ideas and sincerely hope we have featured in this book just the plan you will want to adopt and build from and that your new home will prove a means of increased happiness to each and every member of your family.

This book compiled and copyrighted by—  
FLOYD A. DERNIER.



## Visions of home and happiness

*Appreciative of Its Distinctiveness and Cheery Atmosphere—*

*Grateful for the Comfort and Protection It Bestows  
Thankful for the Blessings and Privileges Which  
Make It a "World of Its Own"—Your Home.*

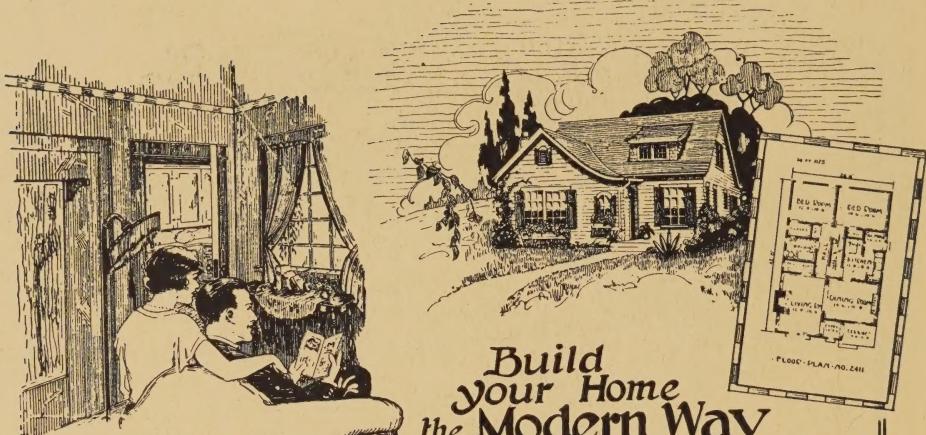
THESE are wonderful thoughts. Homes are truly man's greatest achievement, and when the planning and building is given over to those whose business it is to create attractiveness with maximum of conveniences, it is then ideal, worth-while homes are made a reality.

Too many times homes are constructed with absolute disregard for beauty in so far as the exterior appearance is concerned, and the interiors made ridiculous because of the haphazard manner in which the rooms are divided.

Why do this when you can have the best and be assured in advance of receiving full value for your dollars by adopting one of these home plans to build from.

NOTE:— To determine approximate construction cost, multiply your local square foot building cost by (Sq. Ft.) shown at top of plans.

EXAMPLE:— If some recently constructed home in your city of a type similar to the plan you like best in this book has a frontage of 30 ft. and depth of 40 ft.  $30 \times 40$  equals 1200 Sq. Ft.; now if the completed cost of building the home was \$3,600.00, this divided by the 1200 Sq. Ft. would show the cost to be \$3.00 per square foot.



**Build  
your Home  
the Modern Way  
with fully developed carefully detailed  
Building Plans**

BY PROCURING detailed plans and specifications for your contractor to build from you will be telling him exactly what you want and how to construct every department of the home in detail; this will eliminate all misunderstanding and guess work construction and your completed home will be an exact duplicate of the home you select from this book.

All of the homes shown excepting the Spanish, would be equally as attractive constructed of siding, shingles, stucco or brick.

In case there are changes you would like to make in any of the plans shown, your contractor can easily do this for you on the blue prints you secure from us.

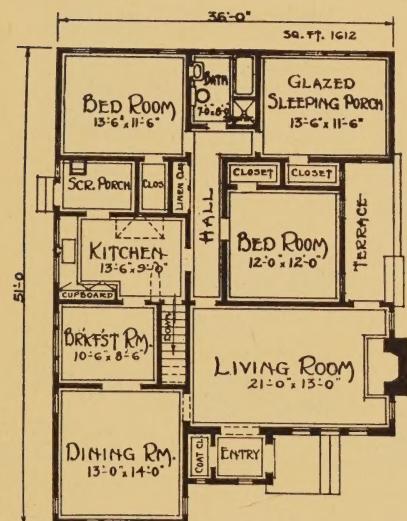
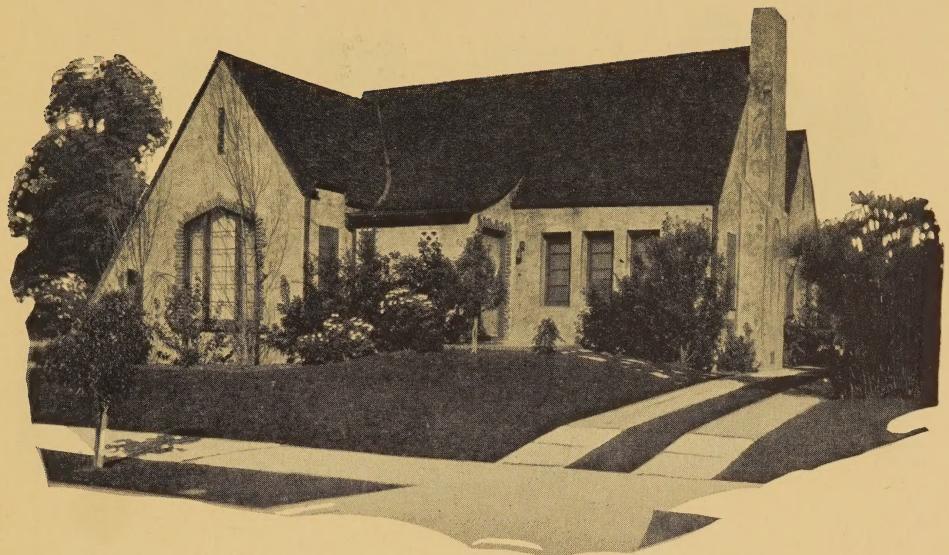
The blue print plans show all four elevations foundation and floor plans, with everything fully detailed, together with book of general specifications.

Practical building plans represent the best investment you can make, saving you many times their cost in time, labor and mistakes.

*The one-story home plans and specifications are furnished at \$10.00 per set—three sets covering the same construction for \$20.00. Two-story home plans are \$15.00 per set, three sets for \$25.00. Duplicate sets must be ordered with the original.*

# Lumbermen's Service Assn.

FAY BUILDING, LOS ANGELES, CALIFORNIA.



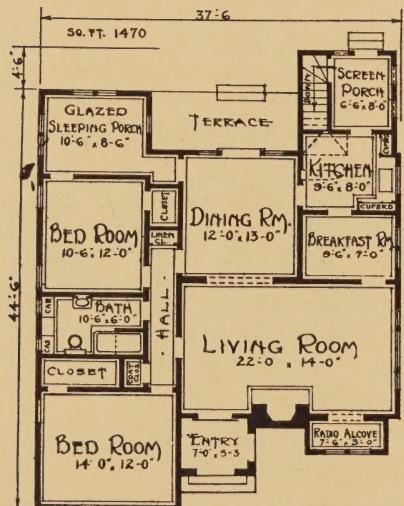
## Modernized English

A very pleasing exterior of English design with attractive entry and connecting coat closet, beamed living room ceiling, cheerful dining and breakfast rooms, basement for heating plant, model kitchen, three sleeping rooms, bath with separate shower, large linen closet in hall and a side terrace.

This home will be up to date and hold its beauty indefinitely.

TLOOR - PLAN No. 2584

All over the world there is a decided movement toward better homes. Families everywhere have come to realize that their homes, in a measure, do classify them, and outside of public opinion, the real joy, contentment and protection that ideal homes give, they do represent the best investment to be made. That is why you should take longer to pay for it if necessary in order to build your new home modern.



FLOOR PLAN - NO. 2592

Just as attractive fifty years from now is what you and your friends will be able to say about this substantially designed home.

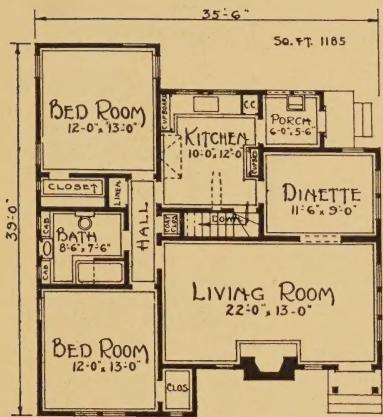
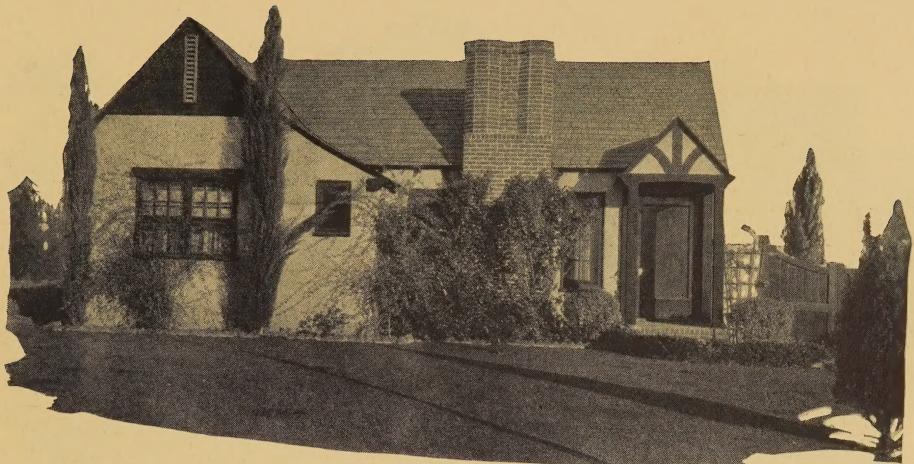
A most inviting exterior and a floor plan that provides maximum amount of room and conveniences. Study this plan carefully please.

Your Home is where you house your loved ones and entertain your friends. Surely it should be modern.

## Dignified English

When you build see that your home reflects attractiveness with room arrangement compact and convenient. These details are essential if you are to receive full value for the money you invest.

The plans are all so self-explanatory there is little left to describe. All that it is necessary for you to do is study the general arrangement, then the details of each room, to determine how you can apply them to your own requirements.



FLOOR PLAN. NO. 2595

### Modified English

*The brown stained trim gives this home a pleasing rustic appearance. The bold brick chimney adds individuality.*

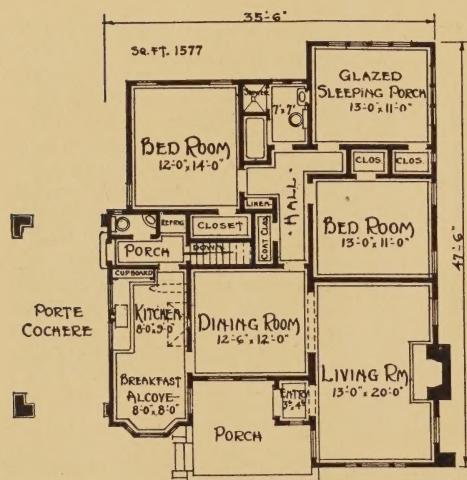
*The rooms themselves are a marvel of convenience — large, light, airy living room, the modern dinette a housewife's delight, kitchen with cupboards for all utensils, basement for furnace if desired and cross ventilated bed rooms with large well lighted closets. A very practical home plan.*

Some of the handsomest and most appealing homes to be found are among the smallest and most inexpensive, and a great part of this is produced by their surroundings.

Every home can be made attractive at small cost through the application of healthy exercise in preparing the ground and planting of flowers, shrubs and trees. These all help to make your home life more ideal, and the results of your efforts will be an object lesson to your neighbors, for them to cooperate in making your street a beauty spot.

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"There are thousands of reasons why you should build a home—with no opposition."



FLOOR PLAN - NO. 2589

### Porte Cochere Home

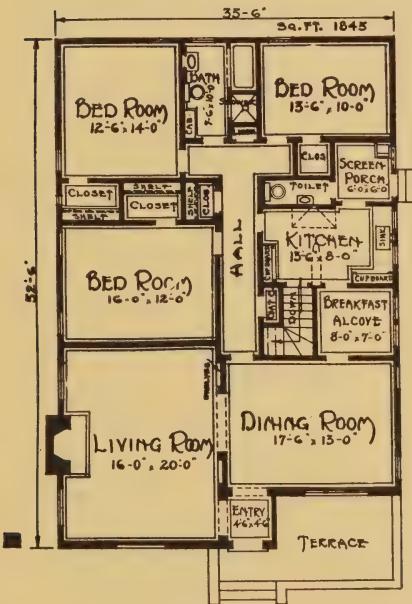
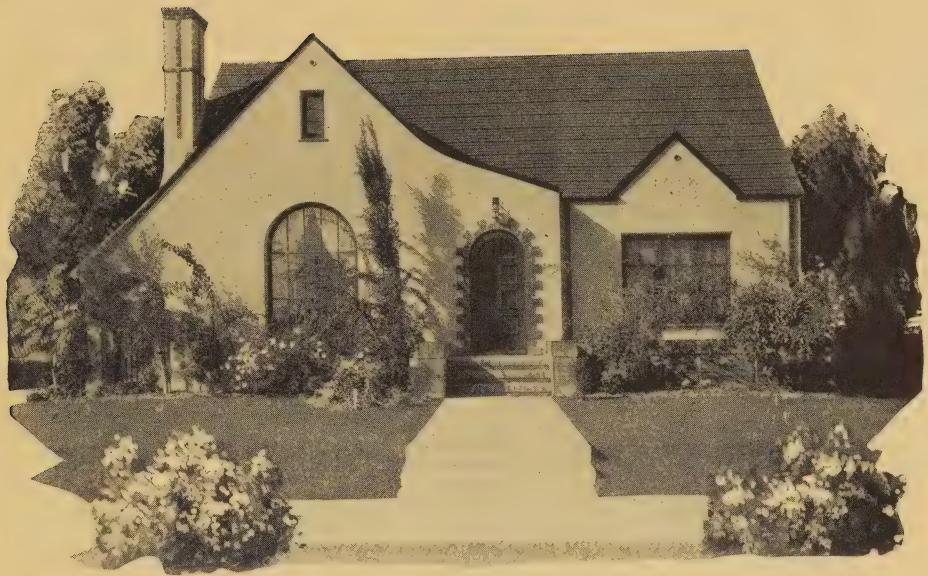
*This plan has been designed for a fifty foot lot—is attractive and ultra modern.*

*The shadow effect on the roof is secured by laying a double row of shingles every sixth course. The living room, dining room and breakfast alcove all have front exposures. One of the three bed rooms is arranged as a sleeping porch—the bath has a separate built-in shower. On the side porch is located a utility toilet, recessed refrigerator and an inside stairway to basement.*

Modern home books featuring a variety of up-to-date plans are an indispensable service to any city, town or community.

They make it possible for home builders everywhere to adopt the very latest ideas, and the ready-to-build-from plans that are available for each of these designs, furnish an architectural service unsurpassed.

This ideal plan is a reflection of beauty and convenience.



FLOOR PLAN NO. 2601

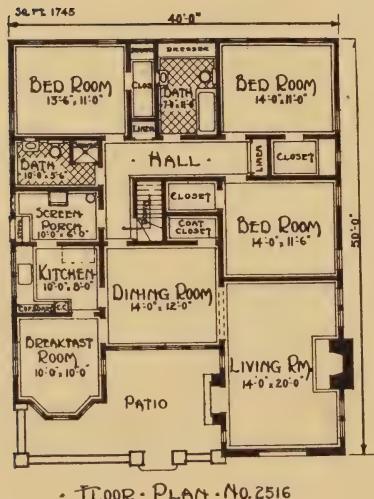
You'll like this one.

The rooms are large and conveniently arranged, living room with high ceiling, leaded glass oval window, three bed rooms with connecting closets, separate lavatory on back screened porch, and kitchen with modern conveniences.

*Our Service shows you just how your new home will look and what the interior arrangements will be - and the complete detailed blue print plans executed by competent home planning experts makes it possible for you to secure a real architectural service at minimum cost.*

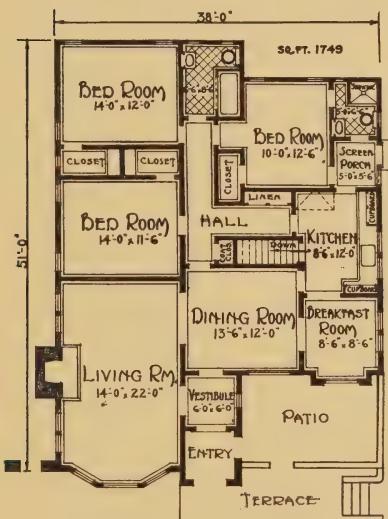
*It is an expensive undertaking to build without complete plans.*

*This semi-English home with its appealing exterior lines and modern floor plan arrangement should be given special consideration.*



This perfect floor plan speaks for itself.

The rounded thatched roof lends an air of old world quaintness which is carried out further by the rich red brick trim against the neutral stucco. The carefully planned details by our specialists in regard to such seemingly minor notes as the leaded glass casement windows, brick wall and light fixtures, all make a pleasing and distinctive home.



FLOOR PLAN - No. 2551

*A little corner of this earth - all your own!*



Real Home Joys Are Only Realized by Those  
Who Own Their Own Homes

*Opening your own home fulfills one of the greatest joys in the world. Your family will never be so happy as when they move into a home that is really theirs.*

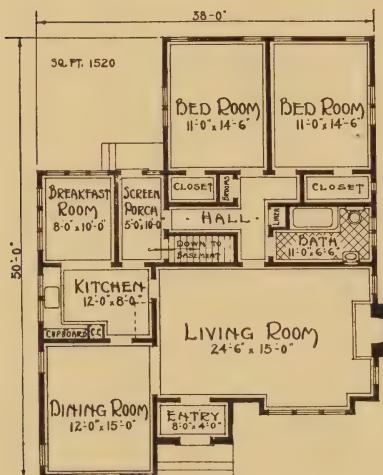
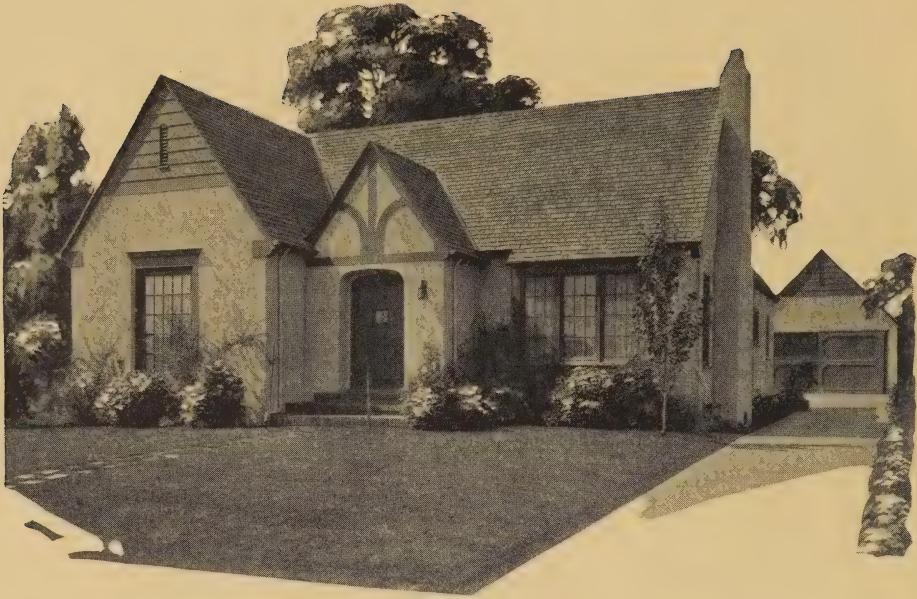
*Makes no difference what your salary is, if you acquire within your means you can own a comfortable, convenient home.*

*All around you are evidences of success—homes made possible by others who invariably have no more love for their families than you have, with no better positions than yours, with a more ability for conserving than you have. They simply made up their minds to acquire a home and then converted efforts and savings towards that end. No man can really feel that he has succeeded until he can boast of home ownership.*

*Our part is in helping you to choose plans and materials that will build the best possible home for money you invest, and our services are indispensable.*

Improve your vacant lot with this home, and be happy that you have made a good selection.

Every detail of exterior and rooms are so self-explanatory there is little left to describe, however, the combination entry and vestibule is a decided feature, also the high oval or beamed living room ceiling, patio exposures for dining room and breakfast room and two baths. The novelty roof is most attractive.



FLOOR PLAN - No. 2552

The large, well lighted living room with fireplace and window seat is sure to make its appeal, as are the enclosed entry; attractive dining room; compact, convenient kitchen; pleasing breakfast room; two-large bed rooms and carefully designed center hall that provides direct connection with bath.



### Visions of home and happiness

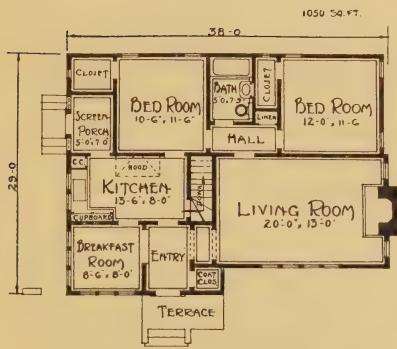
*Appreciative of Its Distinctiveness and Cheery Atmosphere—  
Grateful for the Comfort and Protection It Bestows—  
Thankful for the Blessings and Privileges Which  
Make It a "World of Its Own"—Your Home.*

These are wonderful thoughts. Homes are truly man's greatest achievement, and when the planning and building is given over to those whose business it is to create attractiveness with maximum of conveniences, it is then ideal, worth-while homes are made a reality.

*Too many times homes are constructed with absolute disregard for beauty in so far as the exterior appearance is concerned, and the interiors made ridiculous because of the haphazard manner in which the rooms are divided.*

*Appreciating fully that it costs no more to build modern, attractive, convenient homes than it does the ordinary variety, the wonder is that so many will undertake investing their savings in building materials and labor and receive in return homes which reflect anything but a pleasing atmosphere.*

Modern Interiors provide convenient places for everything. They are sanitary, inexpensive and indispensable.



## From Waste to Thrift

Enough wasted capital to build homes for all



?

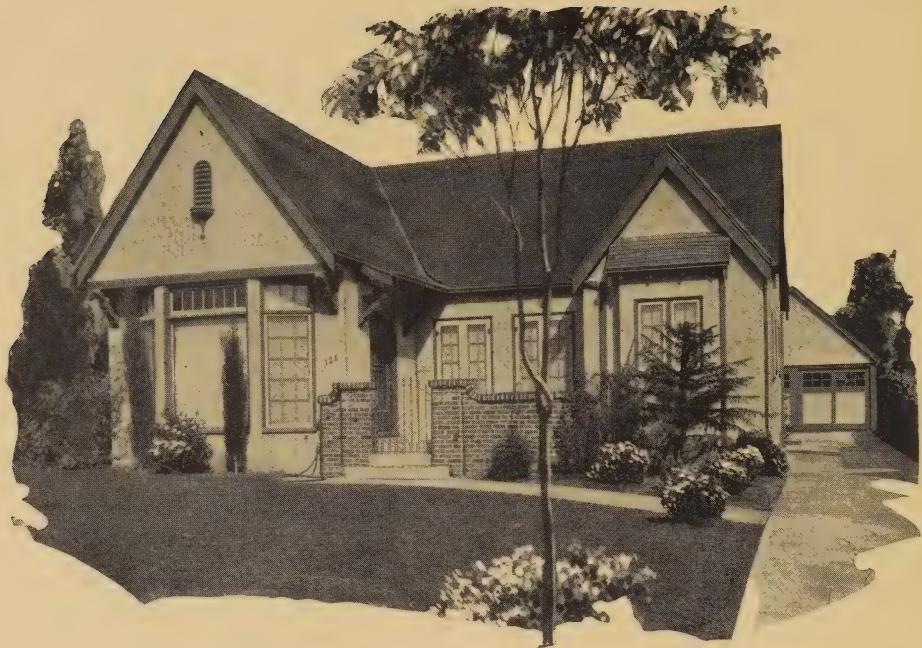
How many valuable dollars have you invested in rent receipts and—

How long are you going to continue this waste? Remember—

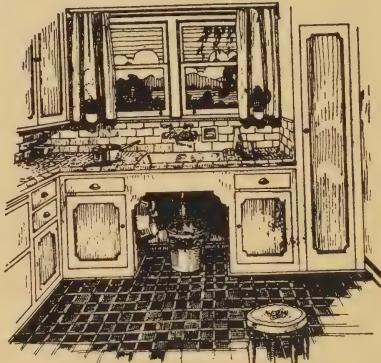
The same money you pay out for rent will meet payments on a home and before you hardly realize it you will have saved a substantial amount and in a few short years be a happy Home Owner. Better resolve today to change the wording of your monthly receipts and make them read payments on a home instead of just worthless paper

**Graceful lines—a wide appearing front, coupled with an unusually well arranged interior, makes this home plan a decided favorite.**

Everything necessary to make this a model home is incorporated. Entry hall with coat closet, cheerful, well lighted breakfast room, small connecting hall, basement and spacious living room. While the exterior is shown in stucco, it would be just as pleasing constructed of siding or brick.

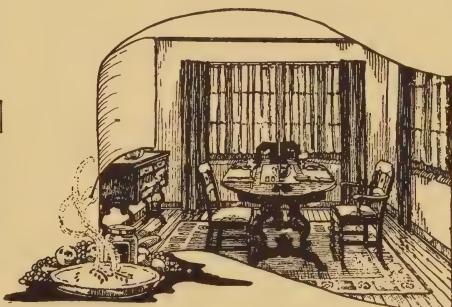
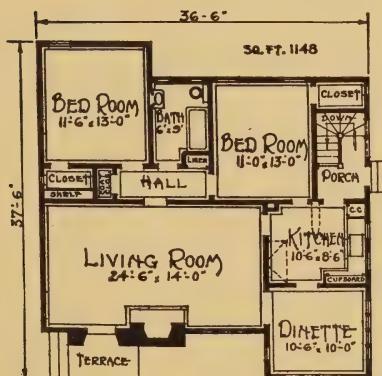


FLOOR PLAN No. 2542



We want you to study carefully every detail of both the exterior and interior of this model, modern home. There are so many special features incorporated, so many practical ideas included to make it fit and care for the requirements of families whose needs call for three bedrooms and who are desirous of building a home that is entirely different. You will never be sorry you adopted this one to build from.

Build distinctive, convenient homes. They cost no more, deteriorate less and bring a higher price if you were to decide to sell.



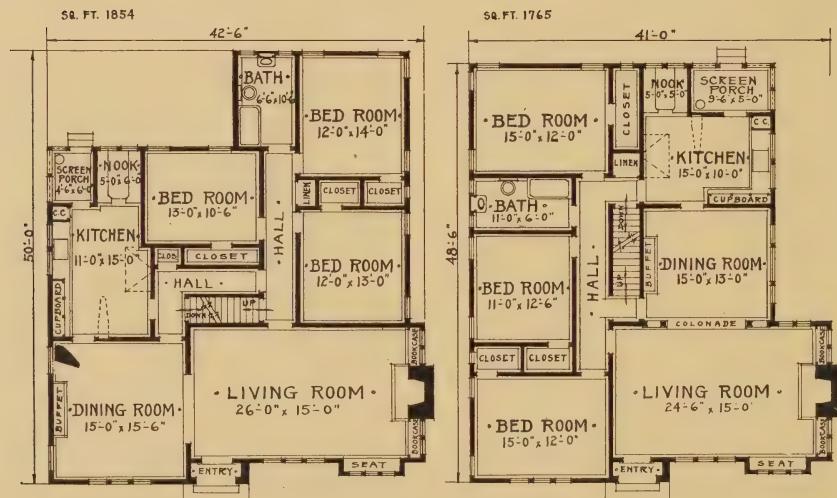
FLOOR PLAN No. 2607

Note the compact and very convenient arrangement of the rooms, and if your requirements can be cared for in a home of this size you will surely be making no mistake in adopting it to build from.

The exterior, while modest, is very pleasing and durable as well.

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Home loving hearts are happiest, because ideal homes create happiness, greater comfort, longer life and real protection, together with ideal environments for the kiddies.

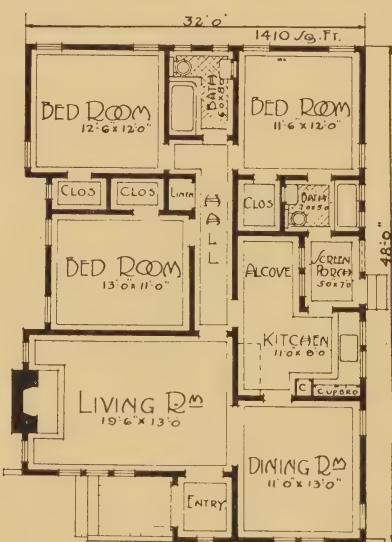
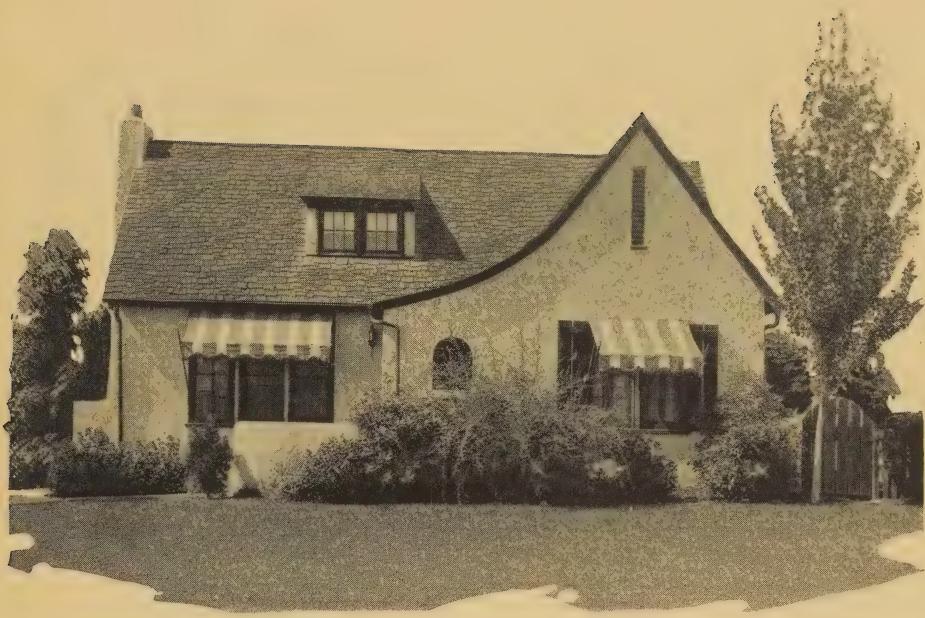


FLOOR PLAN NO. 2196

FLOOR PLAN NO. 2197

It is wonderful to realize such actual home value, beauty and modern conveniences can be designed and constructed for such a small investment.

The exterior and floor plans are so clearly illustrated it leaves little to explain; however, after they have received your attention we feel sure you are going to appreciate our efforts in presenting them and will no doubt want to adopt this idea to build from.

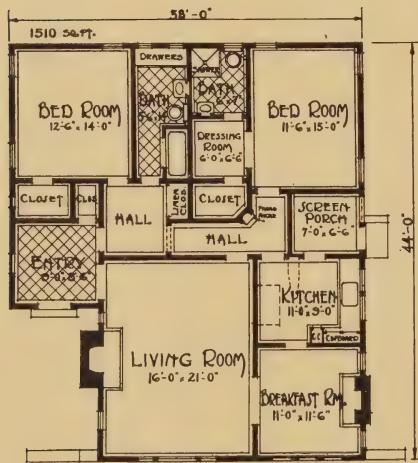


• FLOOR PLAN • NO. 2503 •

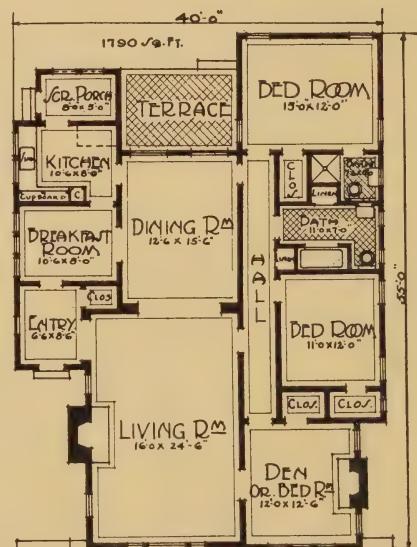
• FLOOR PLAN • NO. 2504

No other environments are comparable to those found in Ideal Homes.

And the surest way to create happiness and contentment is to own an attractive, well planned and well constructed home of your own.



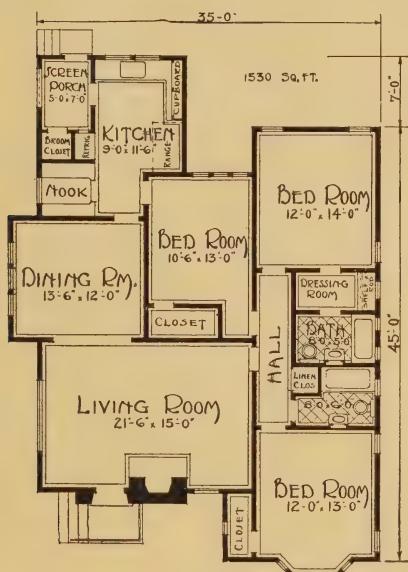
FLOOR PLAN • NO. 2509



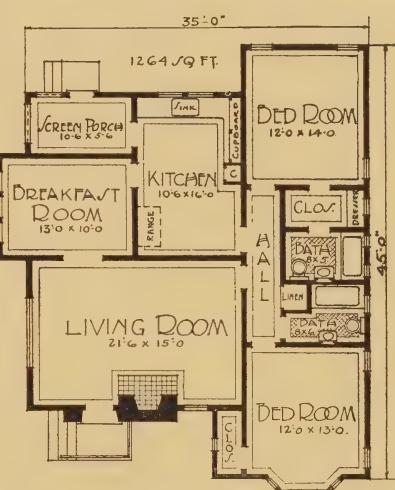
FLOOR PLAN • NO. 2510

Dignity commands respect and consideration.

That is why this carefully detailed plan is so popular with particular home builders.



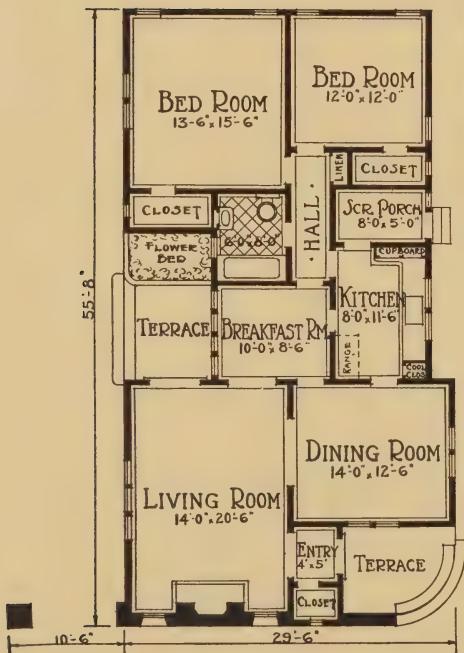
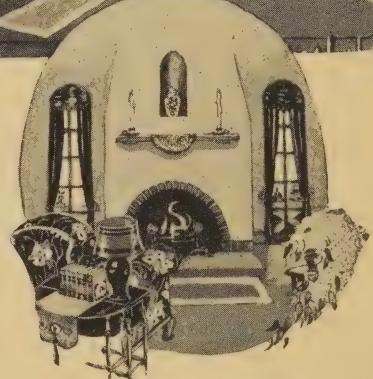
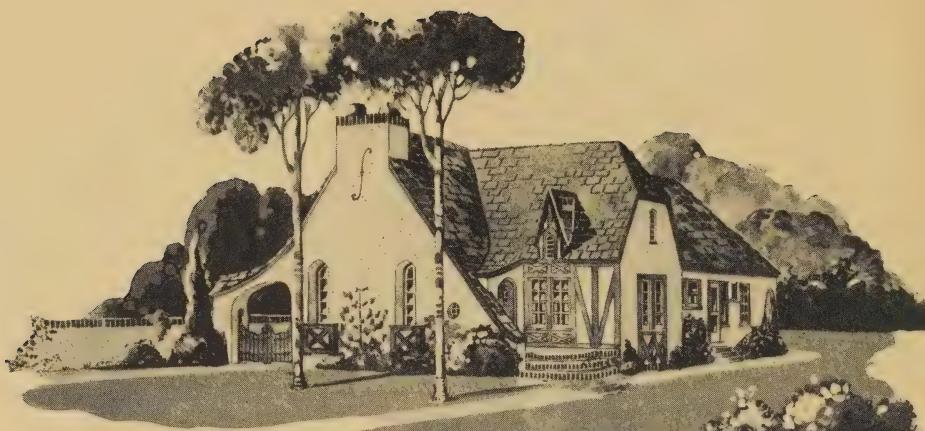
FLOOR PLAN No. 2505.



FLOOR PLAN No. 2506.

Only a master home designer with a world of experience in planning would be able to create a home like this. Just one little slip and you have lost that something which makes for complete harmony.

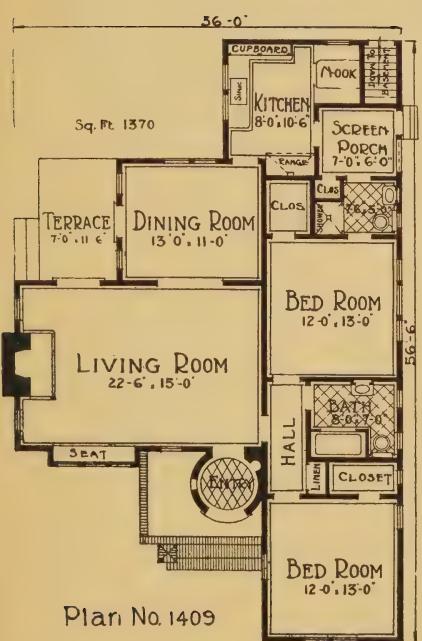
The random laid shingles produces a very pleasing appearance—the irregular ridge is made by nailing on odd shaped strips before shingles are applied.



Plan No. 1407

Pride of home ownership is one of the strongest of all civilizing influences and is one dominating factor for happiness, contentment, love and devotion, assuring perpetual protection.

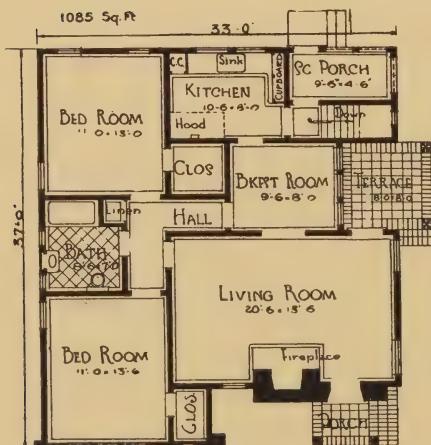
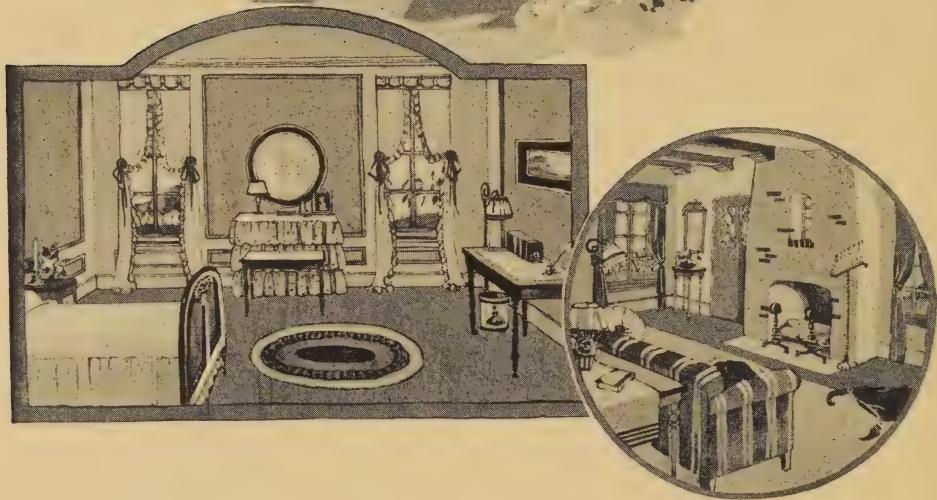
The more distinctive and convenient you build your home the greater will be its attraction, and surely if this ideal plan will meet and care for your requirements you will be making no mistake in adopting it to build from.



Where in this world could you find more pleasing, unique, convenient and modern thoughts for a home than we have embodied into this special plan.

Yes, the entry is different, and the spacious living room connected with dining room and terrace provides an ideal arrangement for entertaining.

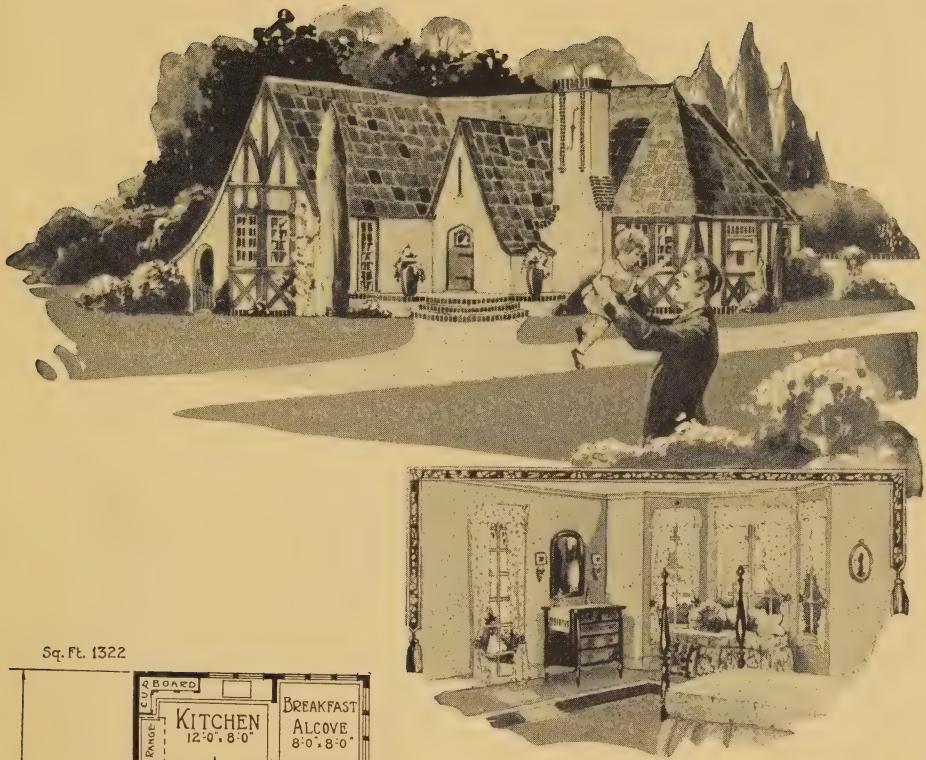
You will want to build this home, we know.



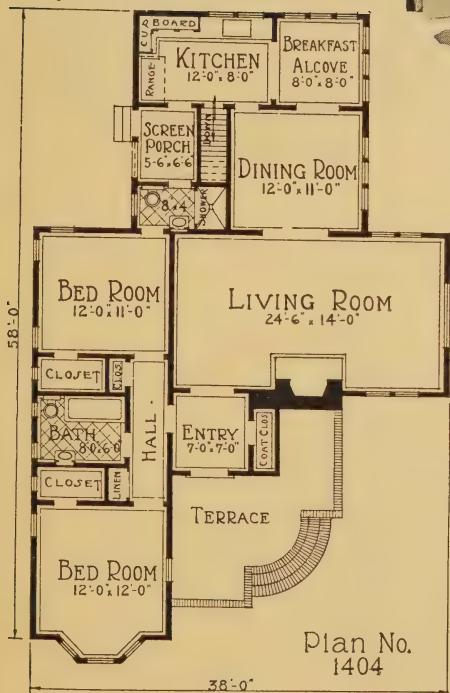
Plan No  
1405

In this modernized English designed home many unique details have been incorporated, each special feature carefully planned that maximum attractiveness & convenience be secured.

The more you study this ideal plan the greater will be your desire to adopt it to build from.

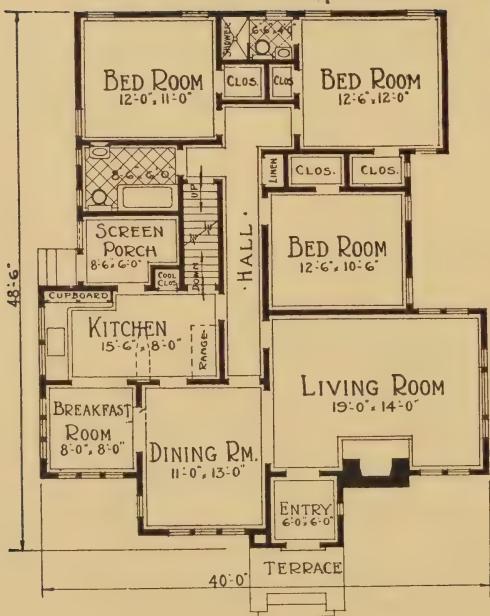
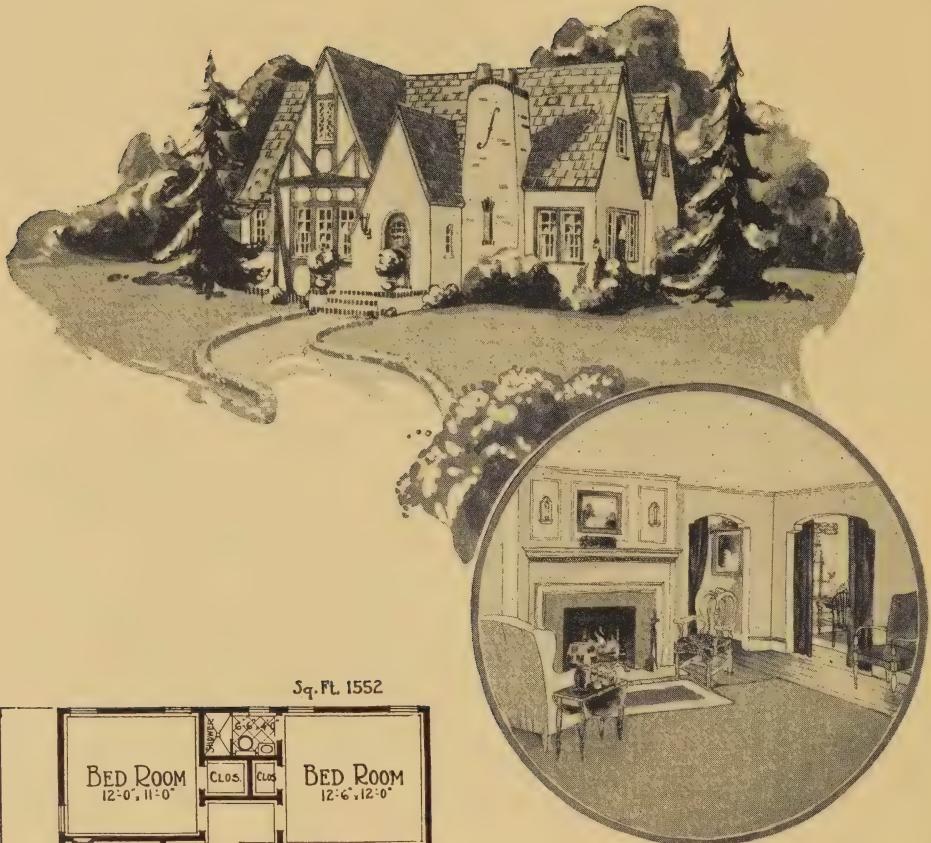


Sq. Ft. 1322



Submitting for your consideration the home beautiful, the very latest in modern home construction.

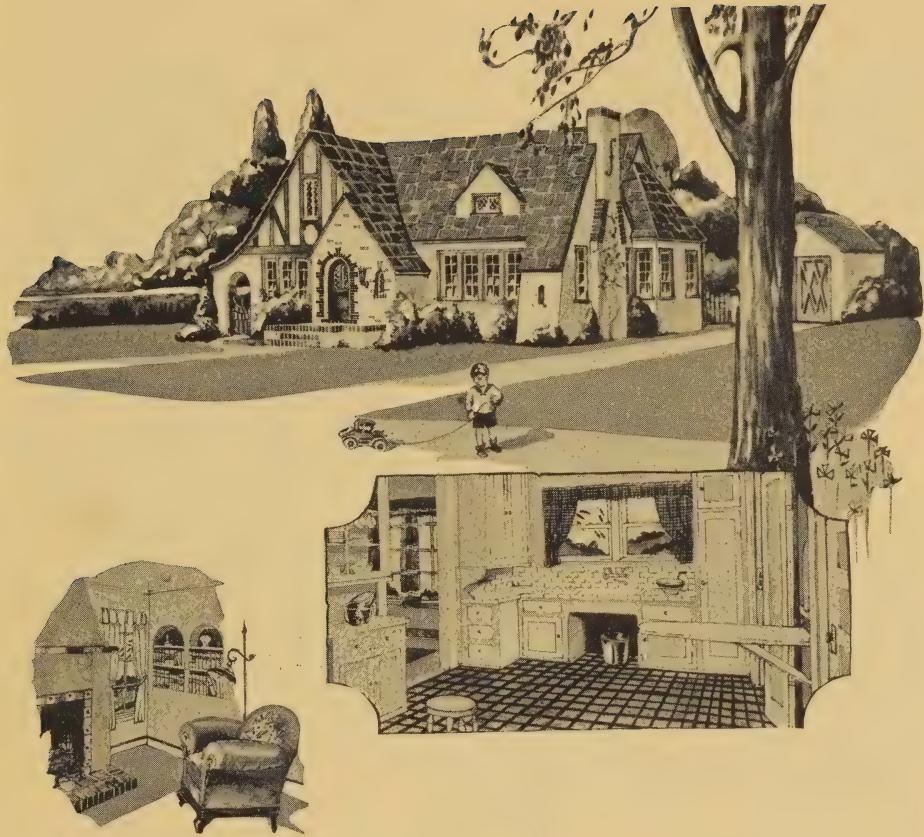
Note the attractive terrace, the entry with large closet, spacious living room, sunny breakfast alcove, compact kitchen and utility shower bath. All of these features are housed within a most pleasing exterior.



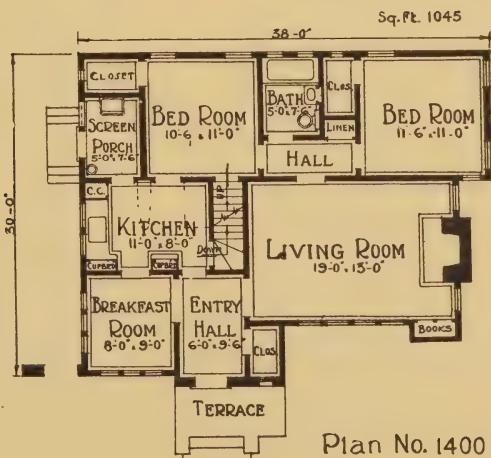
Plan No. 1401

HERE ~  
Is an illustration  
of a home you will want to  
build.

The three bed rooms, two  
baths and space above for two  
or more rooms makes it a  
plan that can be adopted to  
meet your requirements. It is not  
only compact & convenient but  
also ultra modern.



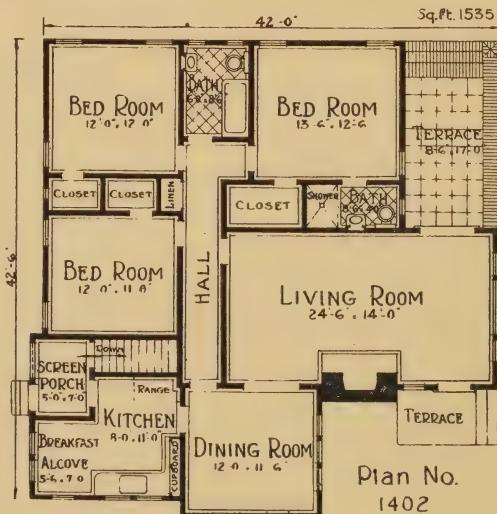
In submitting this pleasing home plan of modernized English design for your consideration you cannot help but admire the many practical features included in both the exterior & floor plan arrangements and in addition there is sufficient space in attic for two or more rooms.

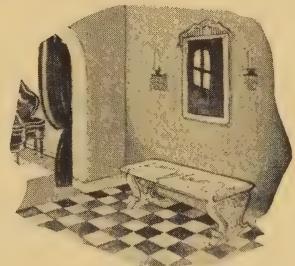
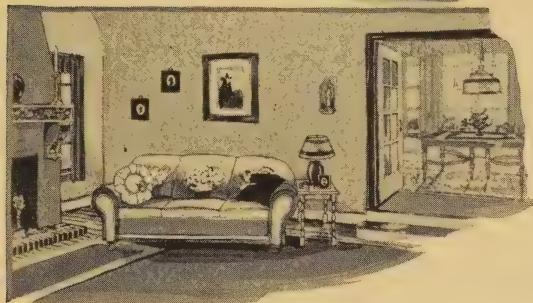




This ideal home plan has many original distinctive thoughts, each playing its part in producing the attractiveness and conveniences reflected.

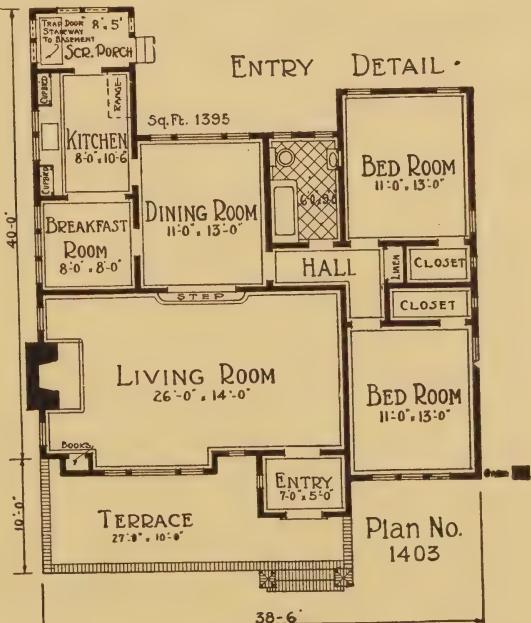
May we ask that you give the various details incorporated your most careful consideration

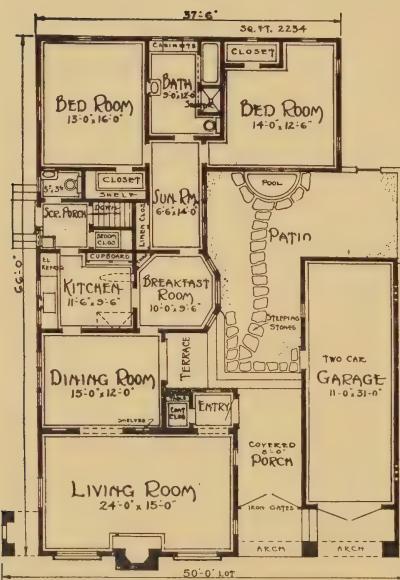
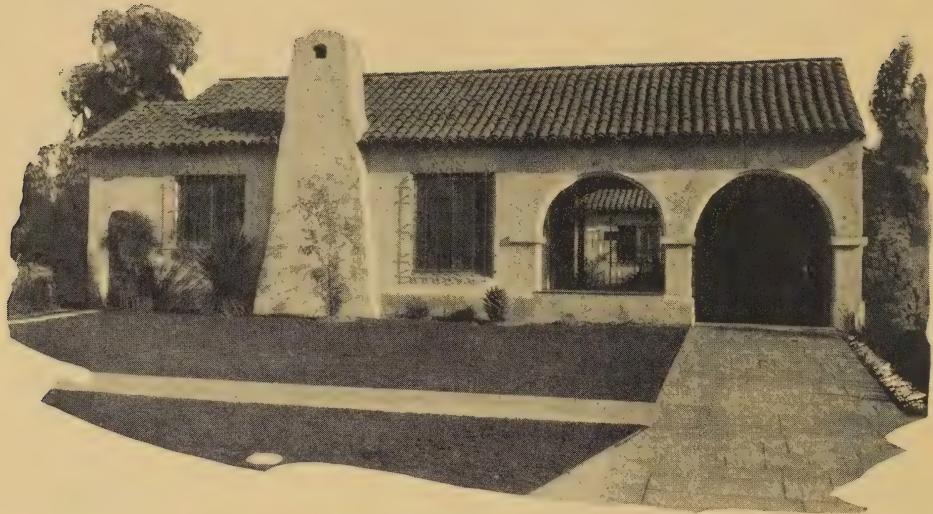




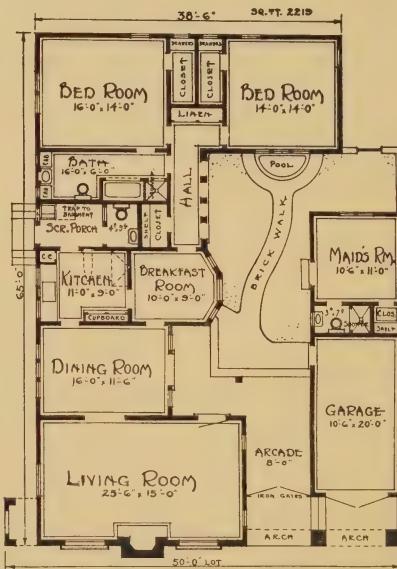
When this ultra modern home is your own, it is then you will fully appreciate its marvelous conveniences and the many special features incorporated.

Please note the entry, the spacious living room with a bay window, unique bookcase nook and the raised floor into the dining room. Then study the pleasing, carefully executed details of the exterior which make this an ideal plan.





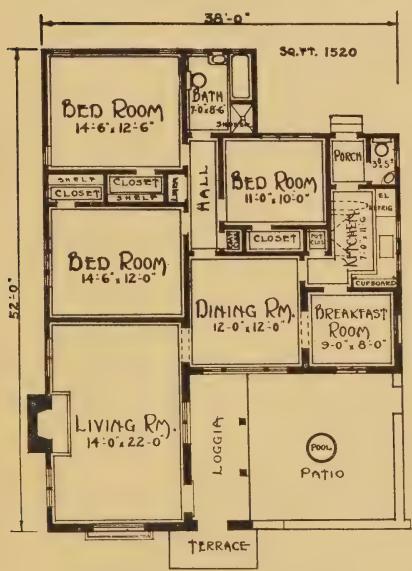
FLOOR PLAN NO. 2597



FLOOR PLAN NO. 2598

This carefully detailed dignified home, with connecting garage, reflects an amazing amount of attractiveness and convenience, and from the alternate floor plans, little if any trouble should be experienced in adopting it to meet and care for your requirements.

The inside patio is a wonderful feature, provides ideal space for recreation, pleasing exposure for the rooms and is a real beauty spot. Altogether it is a home that is truly different and appealing.



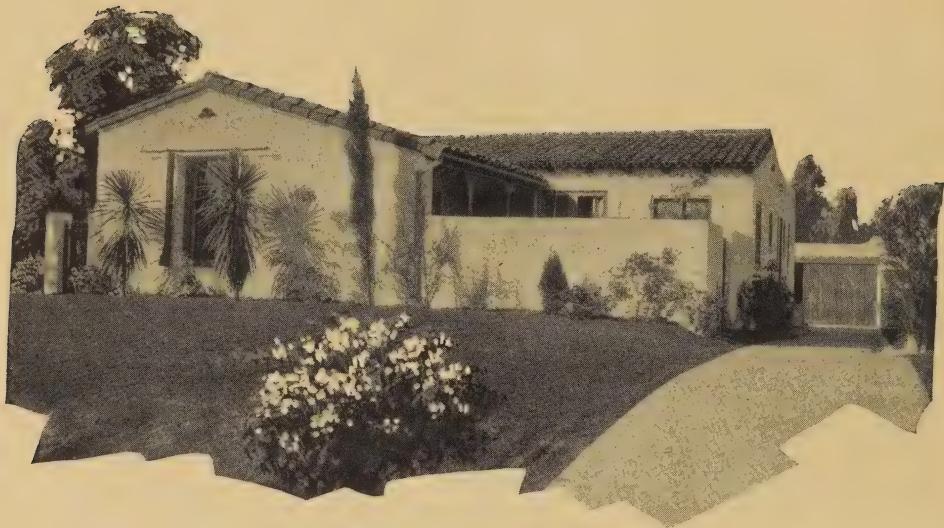
## American Spanish

A real Spanish home with unique roof line. The patio connects with loggia that leads directly into the living room which is well lighted and has a beamed ceiling. Note the ideal exposure of the dining room and breakfast room facing the patio. Then there is a small hall that connects all three bed rooms with bath that has a built-in shower. Adjoining the model kitchen and connected with the porch is a convenient toilet. Not one feature has been overlooked in making this a real home.

FLOOR PLAN - No. 2591

One of the very latest ideas in modern home architecture. It contains many features that cannot help but please. A home you will always be proud of and one that will be the envy of your friends.

It is a home that reflects comfort, durability and satisfaction in its every detail.



FLOOR PLAN No. 2593

Here attractive Spanish features are successfully used in a plan that can be reproduced at an astonishingly low figure.

Notice how the American idea of convenience and comfort is retained without the slightest sacrifice to the lines of the Mediterranean idea of the picturesque.

The enclosed patio in connection with the loggia makes a charming private retreat and affords the adjoining windows an intimate and cosy view of the pool and garden.

## Modernized Spanish

*A home with lawn patio, fountain pool and connecting loggia.*

The living room has a beamed ceiling. Dining and breakfast rooms have patio exposures. The kitchen has all modern features including built-in refrigerator and recessed hood over range. A small hall connects the three bed rooms with a well arranged bath - adjoining one bed room is a glassed-in sleeping porch with access to a utility toilet. The enclosed stairway from the side porch leads to the basement.



FLOOR PLAN - 140.2585

## Rustic Spanish

The dark brown stained shingles and trim gives this home a very enchanting appearance. The patio located as it is divides this plan into a unit home with sleeping accommodations on the one side—dining, breakfast room and kitchen on the opposite side, all with ideal exposures. The connecting passage with arched openings is also a decided feature.

This is an ideal home plan adaptable to any locality.

No other realization that you are privileged to attain can even compare to the pride and satisfaction you receive through the possession of an artistic home.

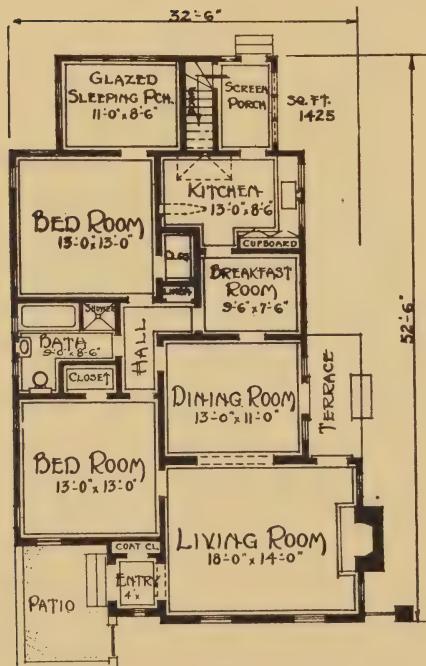
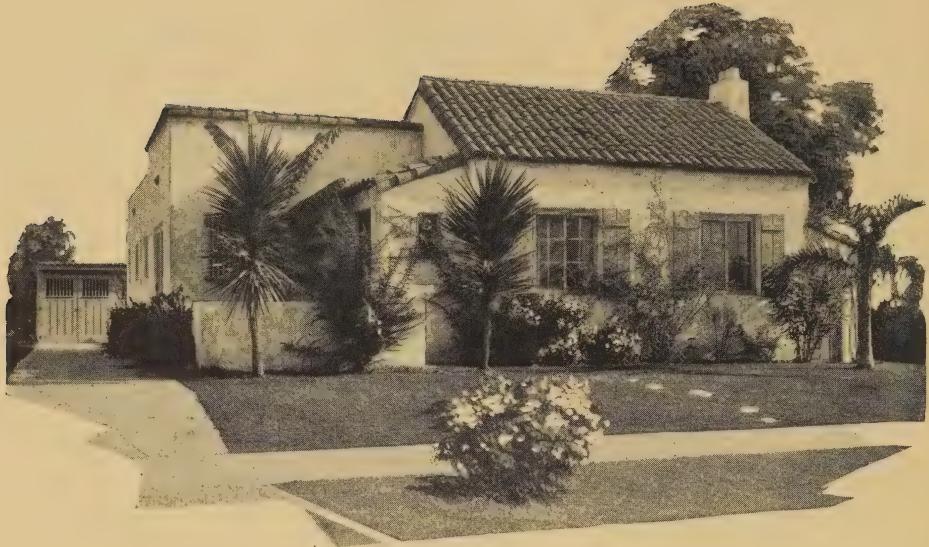
My Home—That's pride.

Realization—That's thrift.

Protection—That's love.

Satisfaction—That's final.

And a well-built home will reflect the best investment you can make.

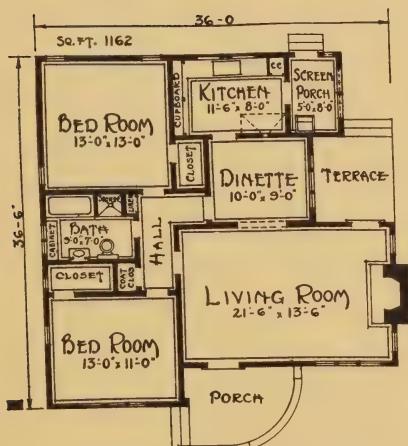


FLOOR PLAN NO. 2587

## Monterey Spanish

An exterior that is different, a home that you will love to call your own. There is a small lawn patio that leads to the entry with connecting coat closet - the living and dining room open on to the side terrace-a small hall connects the bath with a separate built-in shower to the two bed rooms, one with connecting sleeping porch. With a modern kitchen and basement this is a real plan for a wonderful home.

Just ask each member of your family whether or not they would be willing to sacrifice timely pleasures and contribute a part of that useless expense toward building this wonder home.



## Modified Spanish

This clean cut little Spanish home will make strong appeals for adoption.

The spacious living room ideal for entertaining—the connecting dinette exposed to the rose bordered terrace—a kitchen equipped for convenience—small connecting hall-bath with added shower and large well lighted bed rooms makes this one of the best small home plans ever created.

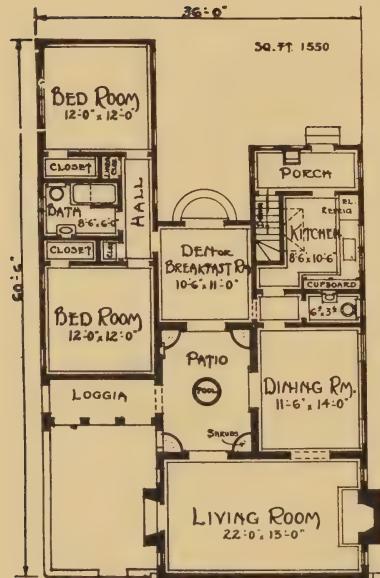
-FLOOR - PLAN - NO. 2588

They just don't create them any cosier than this one or more pleasing to look at, and if it will meet your requirements for a home, do not hesitate to accept it to build from.

It's a little dream home, simple in design, yet very effective and inexpensive too.

---

Man dreams and promises much—but womanhood is never contented until she is mistress of her own home.



## Special Features

Tile roof  
 Tile bath  
 Ultra-modern kitchen  
 Sunny-airy bed rooms  
 Artistic recreation loggia  
 High ceiling in living room  
 Basement - furnace heat  
 A home built around a patio.

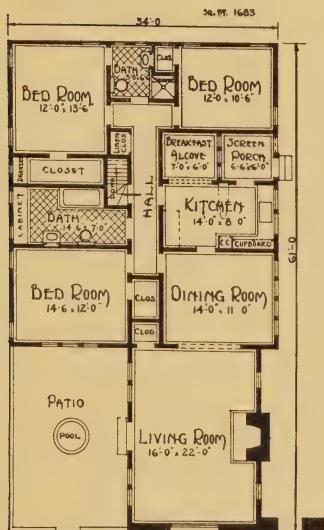
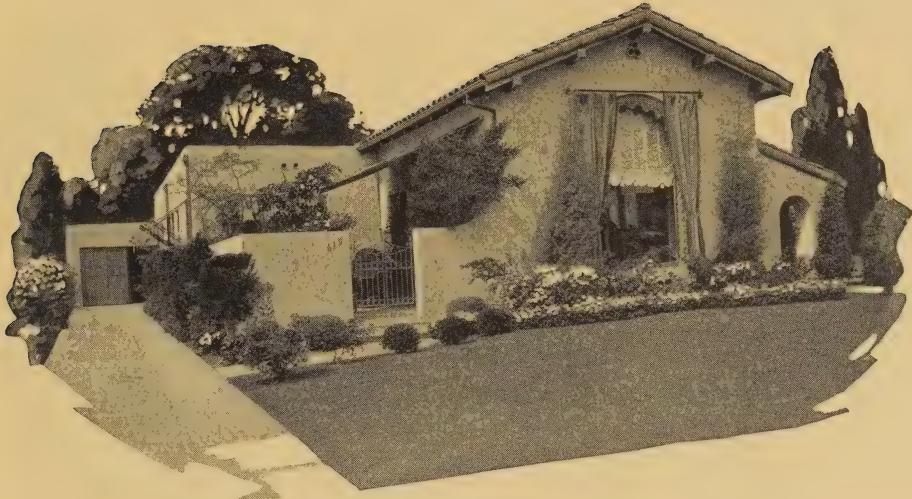
### Now

*Start today applying your savings towards a home and it will be only a question of time before the property will be your very own.*

A home that is very different—rooms built around a patio, so to speak, that provides ideal exposures, sunlight and ventilation.

A marvel of beauty and with a cosiness that is most inviting. We are sure you would be happy with it as your own home.

Every child is entitled to the privileges and protection of a home they can refer to as Their Own.



FLOOR PLAN - No. 2517

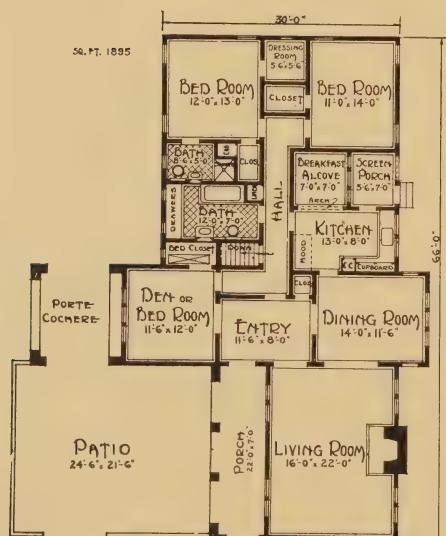
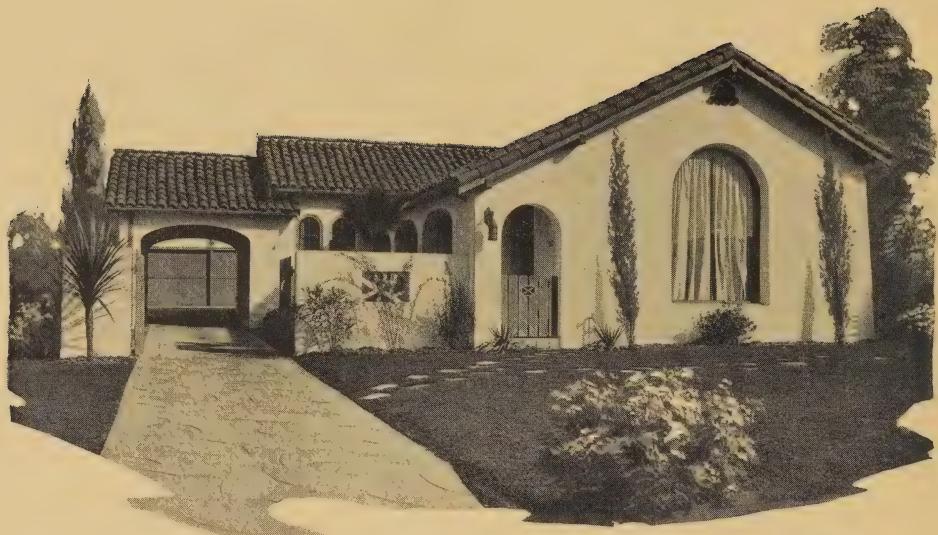
You and your family will be happy in a home like this, because it is the very last word in modern architecture, beautifully proportioned with every convenience incorporated.

Three bed rooms, two baths, basement, alcove breakfast room, spacious living room and ideal exposures for every room.

While the rear has flat roof, sufficient ventilation has been provided to keep the rooms cool.

It's a home you would be proud of.





FLOOR PLAN - NO. 2519

Many unusual details have been incorporated into this home which are bound to make their appeal.

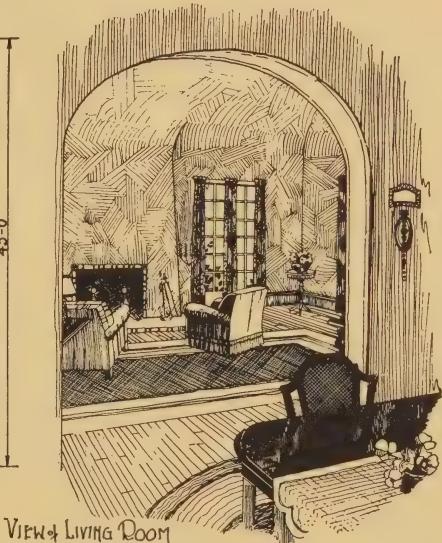
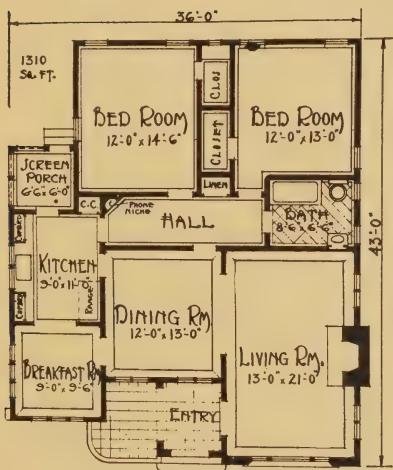
Private bath for one of the bed rooms, breakfast alcove with a battery of high windows from screen porch. A combination office, library, music room, den and bed room connected with porte cochere and entry hall demands special mention, and the rooms throughout are arranged to give real convenience, with an exterior that is beautiful.



No other word has ever been coined to equal in greatness "HOME." Home ownership represents man's greatest achievement. To the wife—it's her paradise.

Kiddies are born with home longing in mind and we are failing far short of our duty and obligation to loved ones and humanity if we fail to exercise the privilege that is equal to all—that of owning and enjoying homes of our own.

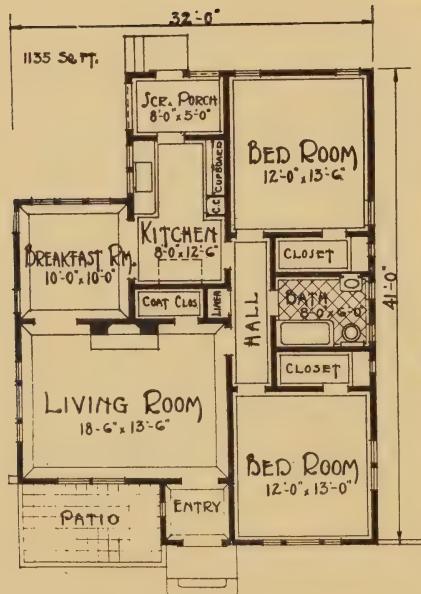
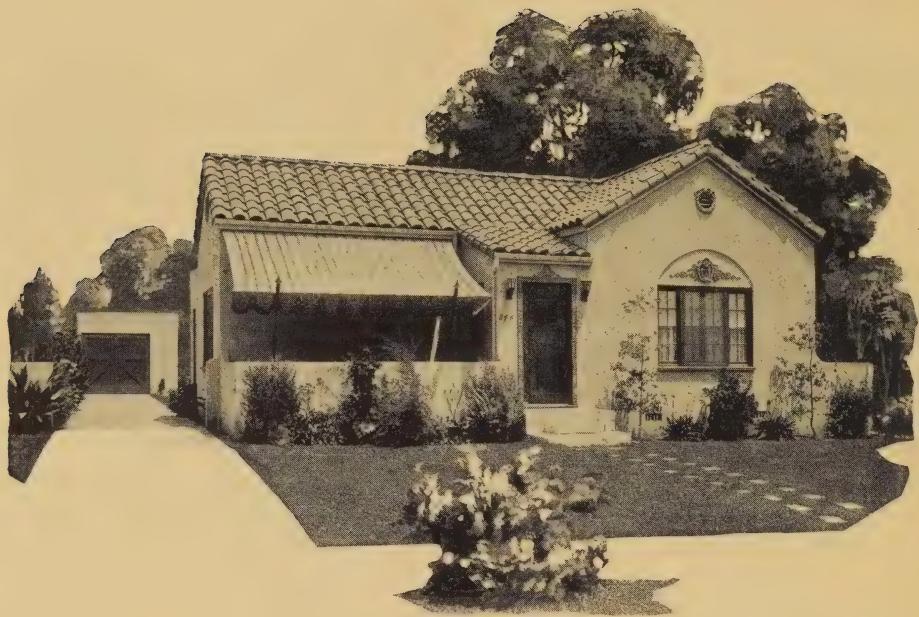
The sweetest, most attractive, convenient and inexpensive home plans ever created are available for your inspection and adoption at our office. Let us show you what a wonderful home your present investment in rent receipts would buy.



A little Spanish home that looks like a real mansion.

It's a beauty in exterior appearance with careful planning expressed in its various details.

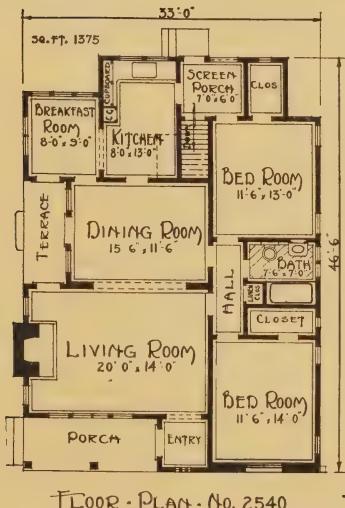
The interior is a marvel of convenience. All rooms are large and well ventilated; the center hall provides direct connection to bath. A beautifully proportioned living room with arched opening into dining room, and the breakfast room is just as pleasing as can be.



FLOOR PLAN No. 2481

KITCHEN INTERIOR. SHOWING  
BREAKFAST ROOM

A snappy little Spanish bungalow home just as classy as you could wish for and very inexpensive to construct. The awning covered patio porch adds attractiveness while the enclosed entry protects the living room during stormy weather.



## BUILD NOW

*From everywhere the recommendation comes to you to Build a Home—Own Your Own Home—become independent and assure yourself and family protection, happiness and contentment.*

*These suggestions are timely, because you are in a better position to undertake Home Ownership now than ever before. You are making more money and these increased earnings should go into a home. Each day you defer building or buying a home deprives you and your family of that much pleasure and protection which you and they are rightfully entitled to.*

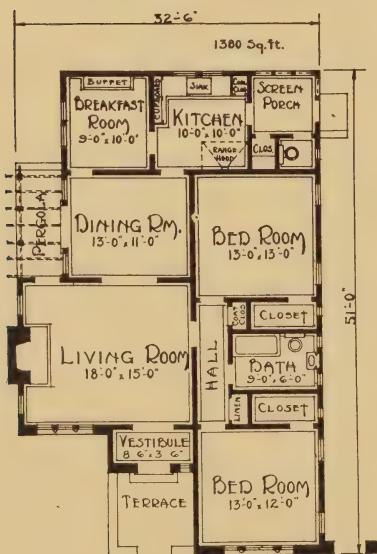
*Home Building is a privilege, an undertaking which opportunity offers to all, and we are desirous of being of every possible assistance to our customers. Our Plan Service will enable you to choose ideas which will care for your requirements and reflect distinctiveness, and our dependable materials will assure durable homes.*

A real home-like Spanish place that can be built on a 40-foot lot.

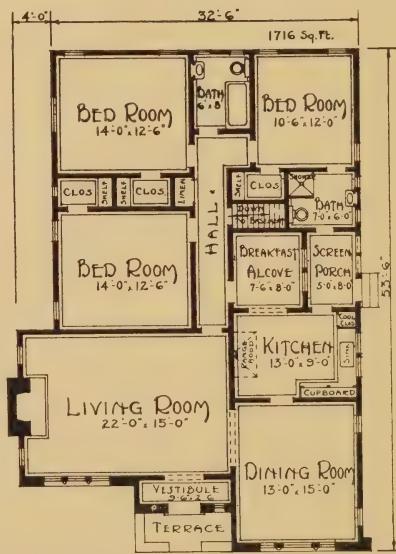
Everything is included to make it just the kind of a home you would like to call your own.

The exterior is typical of the original mission type while the interior is modernized to meet conveniences that are demanded in up-to-date homes. Every little detail has received the careful attention of competent home planning experts.

Home says—I will make for you independence and happiness, for I am the fulfillment of heart's inborn desire.

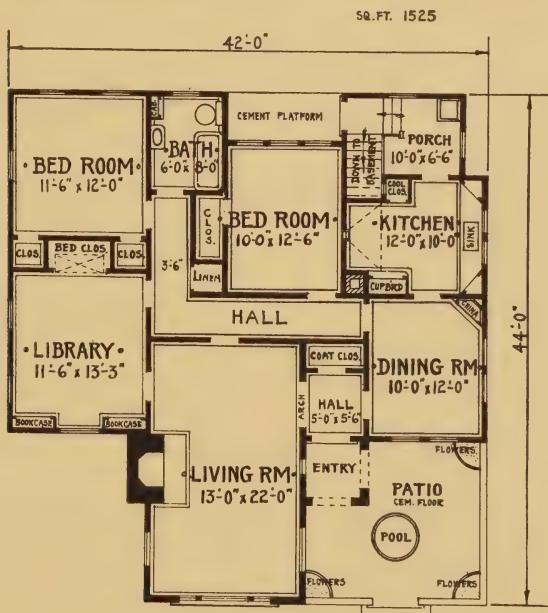


FLOOR PLAN No. 1874



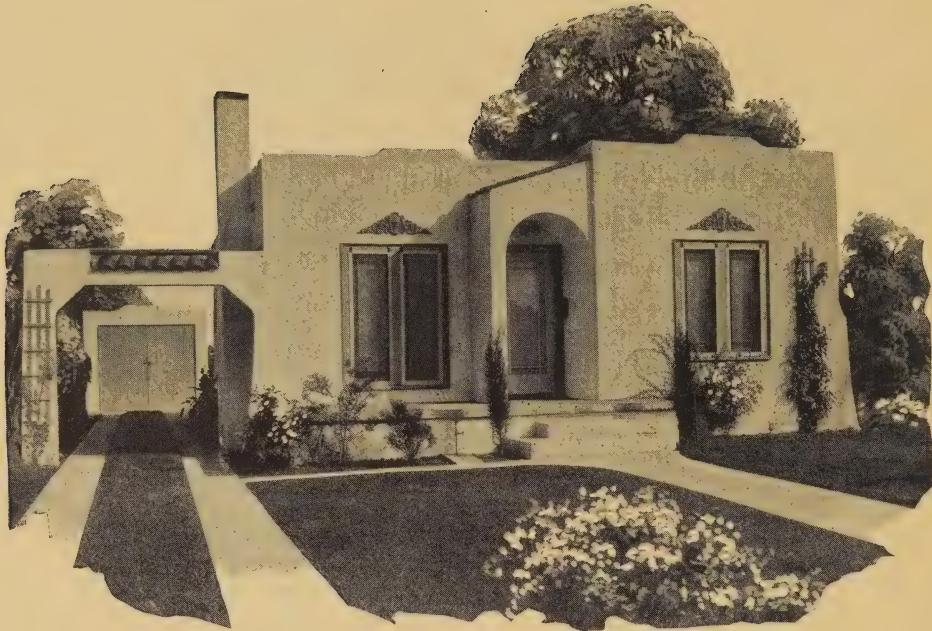
FLOOR PLAN No. 2515

One of the most important departments of our business is to convey advanced styles in home building ideas. How well we are succeeding is best evidenced by the plan on this page, perfect in its every detail, charming from both exterior appearance and room arrangement and a home the most ardent critic would pronounce perfect.

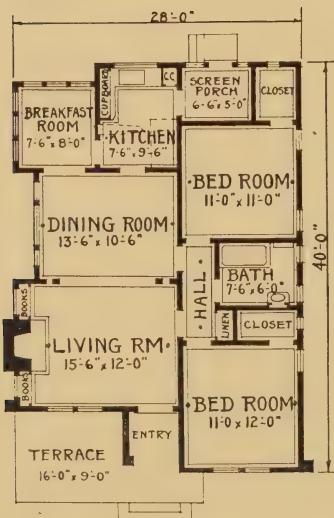


• FLOOR • PLAN • NO. 2493

Study the exterior and floor plan of this wonder home—it's a marvel of conveniences and attractiveness.

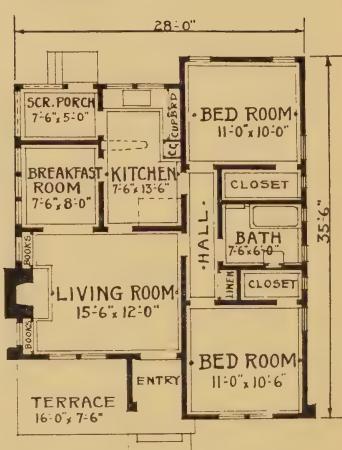


SQ. FT. 1038



FLOOR PLAN NO. 2380

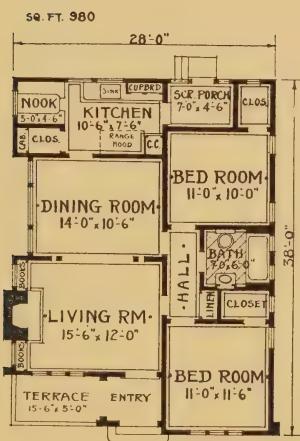
SQ. FT. 890



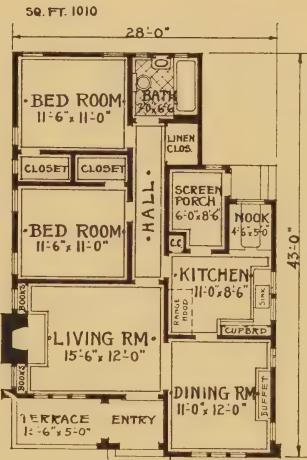
FLOOR PLAN NO. 2381

May we please call your special attention to this grand little home. Not one single detail has been overlooked. Every modern convenience has been included to make it one of the greatest home values ever developed.

Make the memories of your children reflect your sincere thoughts toward them, and give to them the protection of a home.



• FLOOR • PLAN • NO. 2378

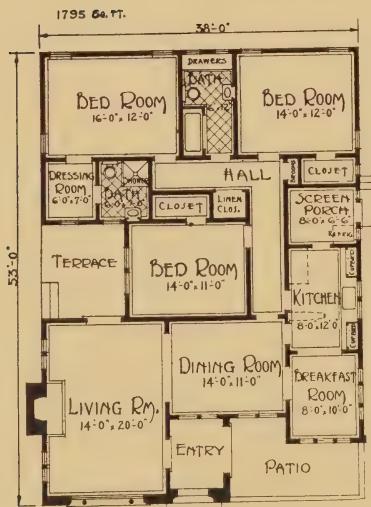
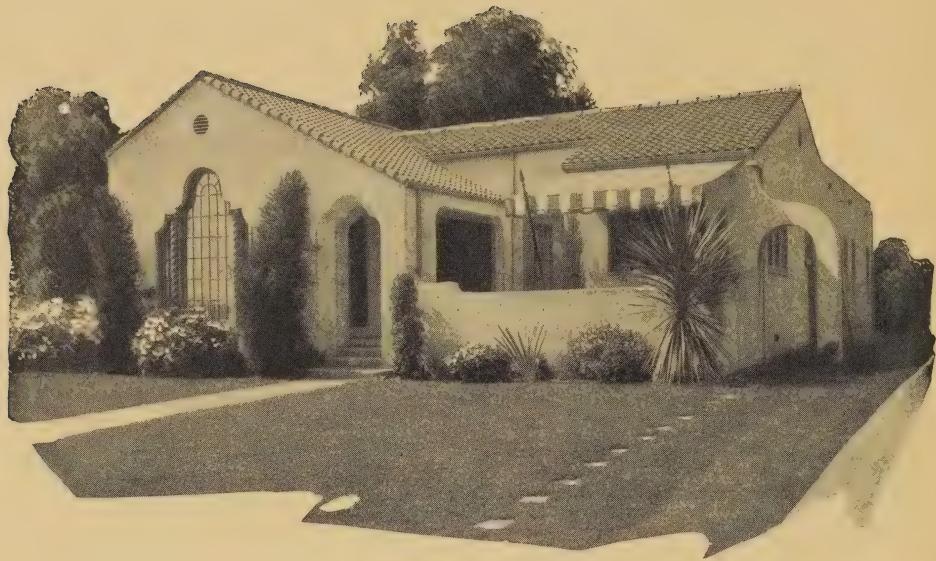


• FLOOR • PLAN • NO. 2379

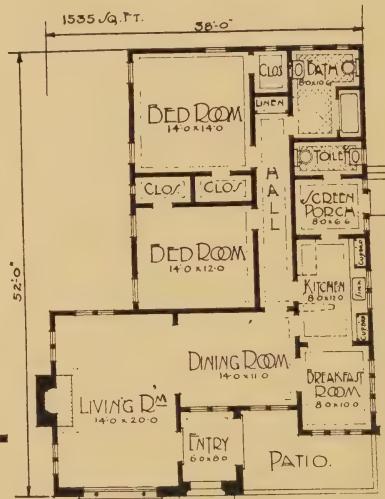
**Don't gamble with your building money.** There is but one way to assure yourself in advance that the complete home will look like this illustration and be durable and that is to secure the detailed plans, insist on your contractor following them and use only standard number one materials and fixtures. Don't let a few dollars change your mind and make you sorry later—repairs and dissatisfaction are what we want to help you guard against.

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You cannot add a single hour to life, but you can, through Home Ownership, add materially to its pleasure.



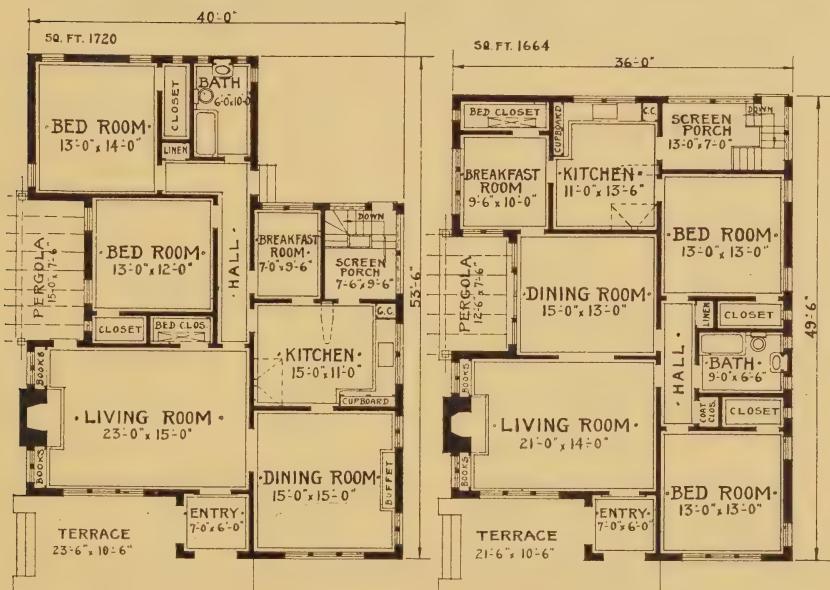
FLOOR PLAN No. 2490



FLOOR PLAN No. 2491

**Modern homes are vivid examples of progressiveness thoughtfulness and love for the higher ideals of life.**

Does your present home reflect your success and give to your family the comforts and protection you want them to receive? If not, arrange to sell the old home and adopt this ideal plan to build from. It contains every modern feature assuring attractiveness and maximum conveniences, and from the alternate floor plans we hope you can make a choice in meeting your requirements.



• FLOOR • PLAN • NO. 2317

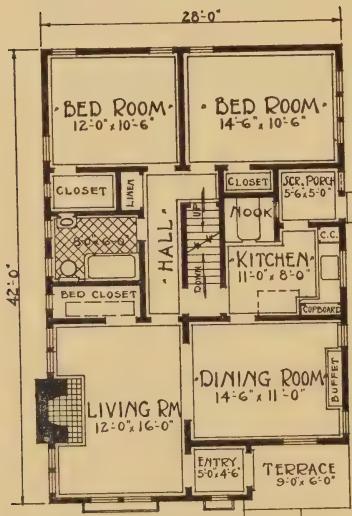
• FLOOR • PLAN • NO. 2318

Ideal Homes pay dividends daily in happiness, contentment and comfort,—dividends that cannot be measured by the dollar standard, and modern homes are within the reach of all.

Here we are portraying an exterior with alternate room arrangements that reflect real home value, a plan that is practical to build anywhere.

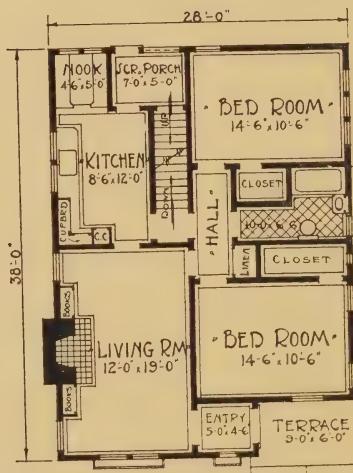


Sq. ft. 1125



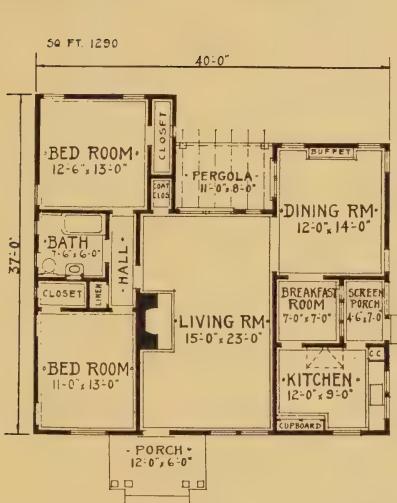
FLOOR PLAN NO. 2411

Sq. ft. 1015

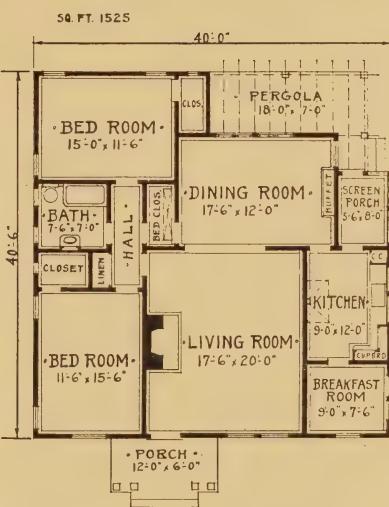


FLOOR PLAN NO. 2412

Careful study of this charming bungalow home will convey many unique features which you will appreciate and will welcome an opportunity of adopting. The graceful sweep of the roof, carefully spaced windows and dormer add materially in making the exterior attractive.



FLOOR PLAN NO. 2247



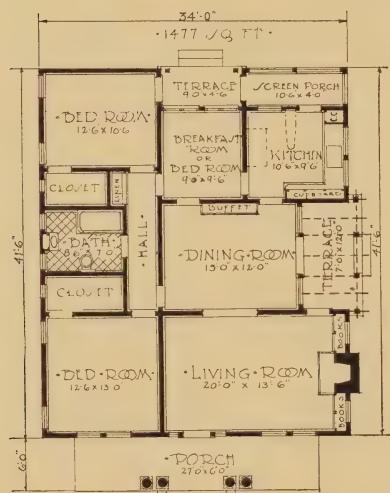
FLOOR PLAN NO. 2248

If you really knew the pleasure you would receive and the house work you would save, this would be just the plan you would adopt, as it can be added to later if so desired.

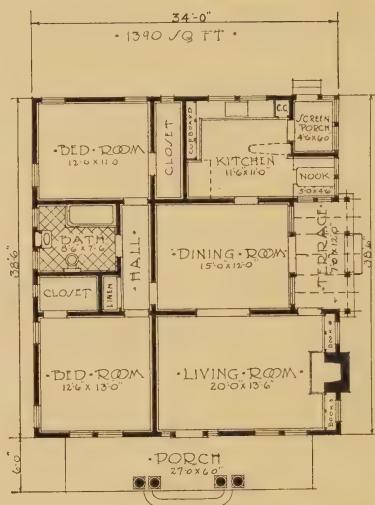
It's a quaint little pleasing exterior with its wide siding and pergola porch, offset roof, and the interior is just as unusual, yet very compact and convenient. Study both of these floor plans with a view of adopting one of them for the home you are to build.

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There is a vastly different principle and environment builded around the home you own than the one you rent.



• FLOOR PLAN NO. 2167 •

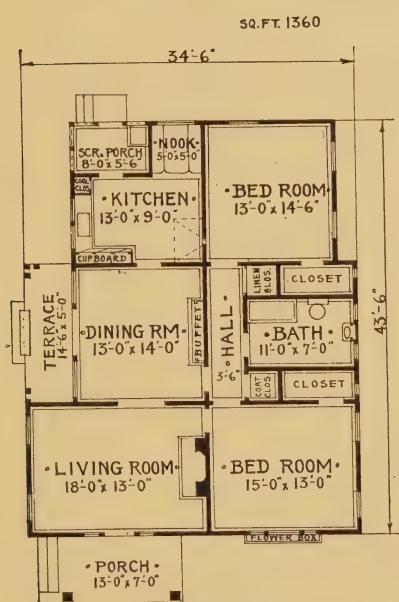


• FLOOR PLAN NO. 2168 •

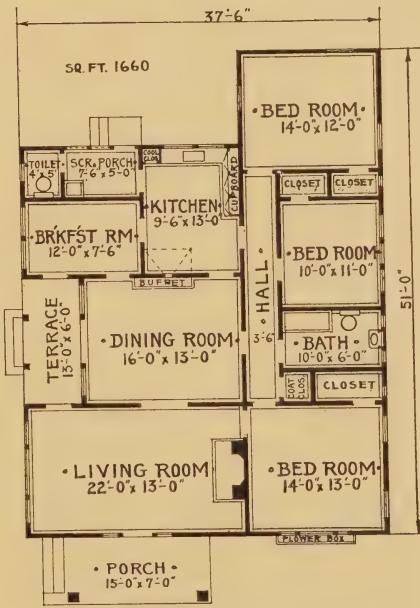
**Beautiful proportion is the dominant characteristic of every detail of this home.**

The red brick in exposed part of fire place chimney, white exterior and colonial green stained roof, now add color by allowing roses to climb and cling to the trellis, detailed as a part of the home, and you have one of the most effective and pleasing combinations that you could hope to attain.

There is no better way to show your love and consideration for those most dear to you than by providing an ideal home.



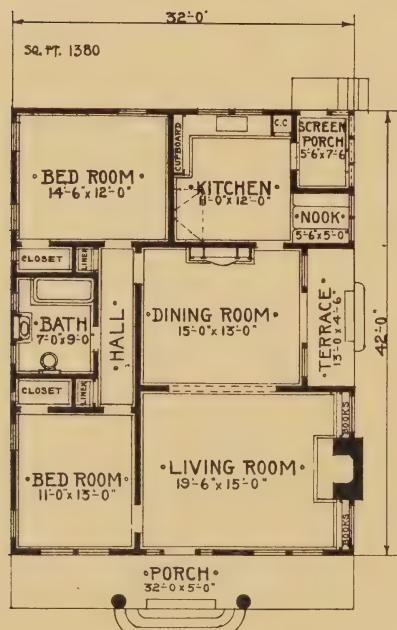
• FLOOR • PLAN • NO. 2054



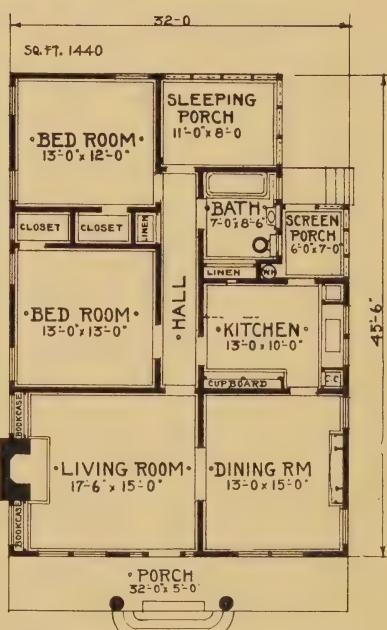
• FLOOR • PLAN • NO. 2055

Particular home builders will choose this one as their favorite.

The exterior should be painted white, cream or light yellow, and the rose trellis, flower box and trimmings in some soft tone to harmonize. The roof is constructed of shingles with double row every seventh course and stained green.

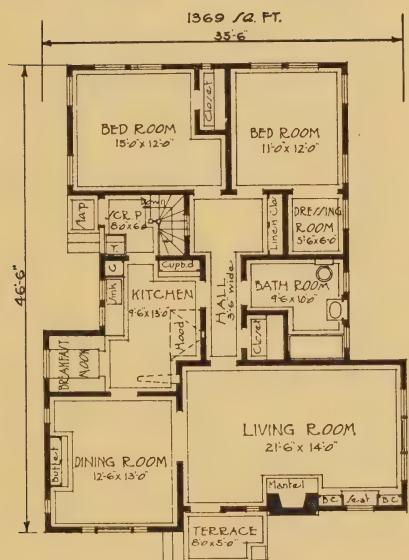


• FLOOR • PLAN • NO. 1670

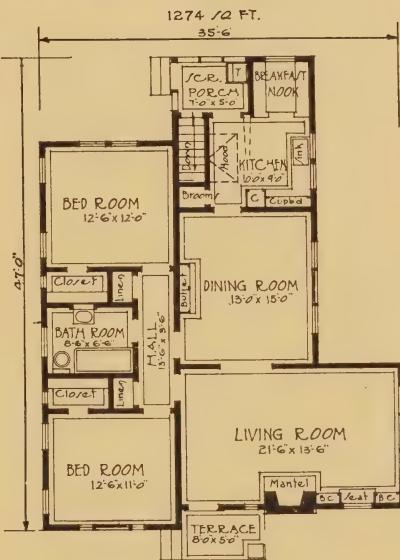


• FLOOR • PLAN • NO. 1671

There should be no question in your mind regarding the superiority of these plans. Each little detail tells a vivid story of the careful execution employed in planning and this beautiful home is but an example of what ideal homes stand for.

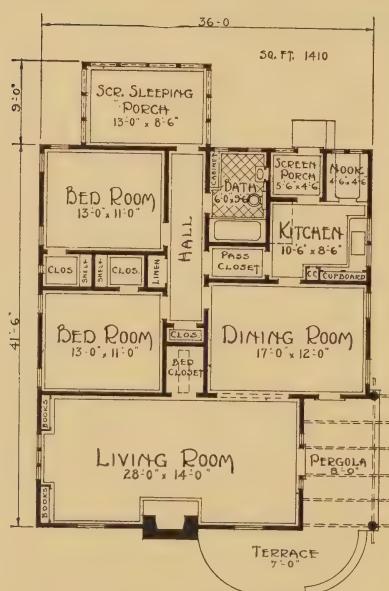


FLOOR PLAN NO 2152

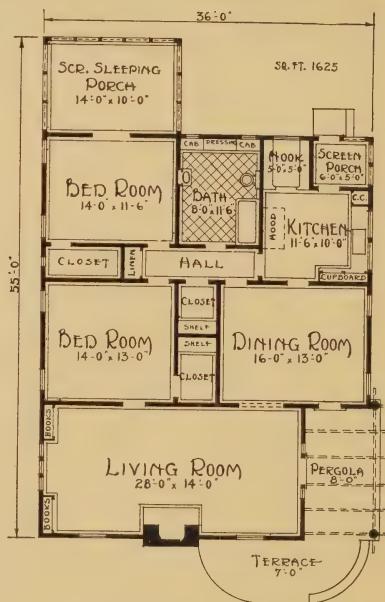


FLOOR PLAN NO. 2153

An all shingled home of modern design including features that cannot help but make strong appeals. Every department of this attractive home plan has been carefully executed and you are offered alternate room arrangements containing all late modern conveniences coupled with a semi-English exterior of more than ordinary attractiveness, and in recommending its adoption we do so with assurance that you will always be happy and proud of the selection you have made.



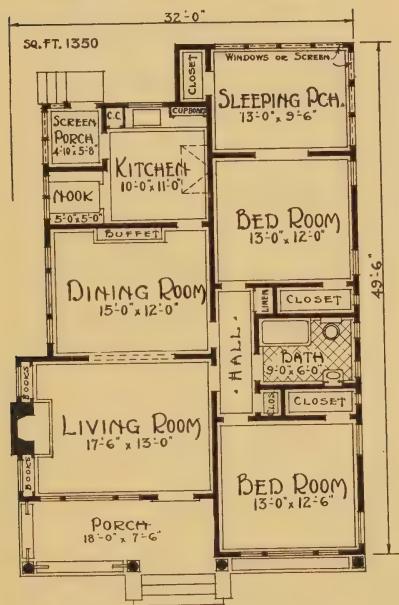
FLOOR PLAN. No. 2605



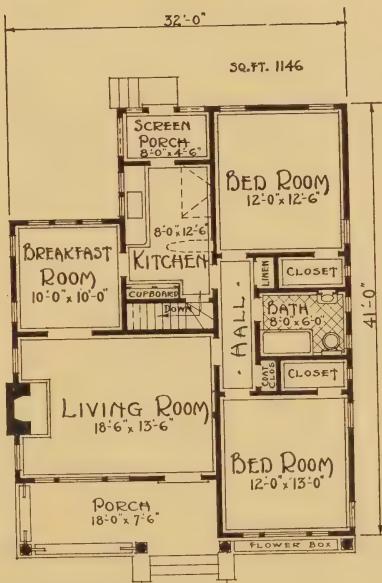
FLOOR PLAN. No. 2606

Your first impression will be that the creator of this beautiful home was bold in designing the fireplace detail, but it is one of those distinctive ideas that makes an everlasting impression on all who view it and does add materially to the pleasing lines of this home.

The corner porch has openings into both the living and dining room and the general arrangement of the rooms are as convenient as it is possible to make them. The red brick in the chimney and porch floor edging, together with the green shutters, offer a most pleasing contrast to the white walls and moss green roof.



FLOOR PLAN No. 647

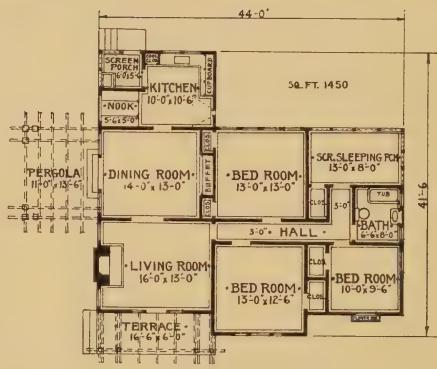
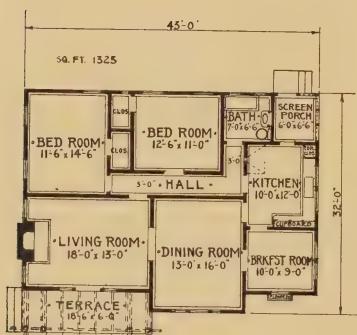


FLOOR PLAN No. 646

Absolutely different in exterior appearance and floor plan arrangement. The covered porch with its vine or rose trellis, the flower boxes and cut-up windows make it a home that is different.

The lattice work in the gable ends lets you know that not one detail has been overlooked.

The interior is divided into well arranged rooms. It is a dream home made a reality.



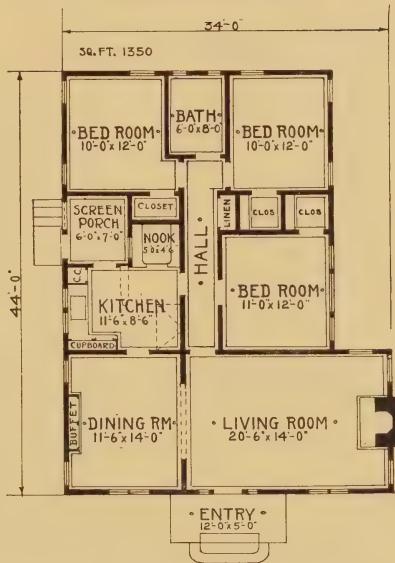
**Everyone will know instantly that your home was planned by competent designers if you choose this Home Idea, it radiates individuality.**

Now let's study the interior arrangements—one has three well lighted and ventilated bed rooms and a sleeping porch, living room, dining room, kitchen, breakfast nook and utility porch; that's compactness in a home of this size. The other, while smaller, is just as convenient, with living room, dining room and breakfast room, dignified with front exposures.

The happiness and success that will come to you through home ownership will also be your protection in years to come.



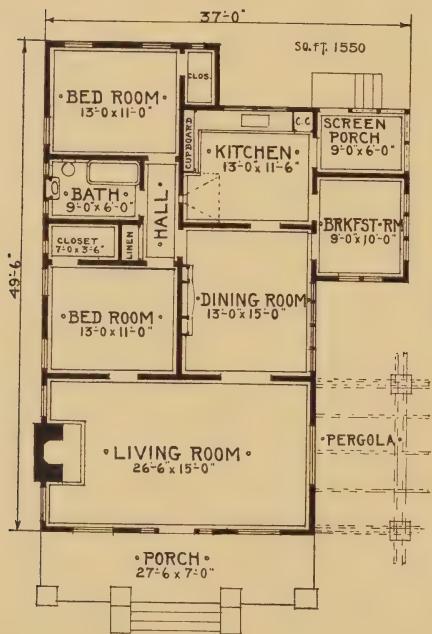
FLOOR PLAN NO. 1582



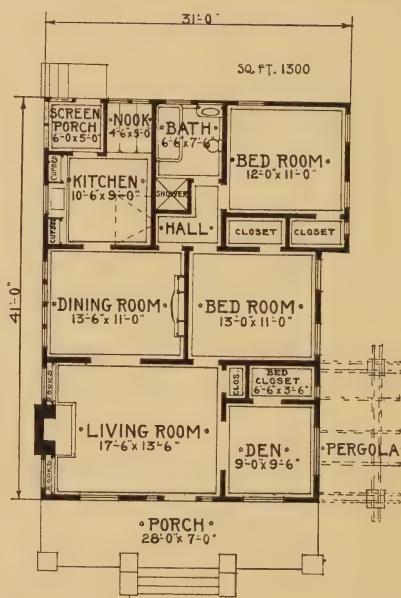
FLOOR PLAN NO. 1583

Charming in all that the name implies is reflected from this distinctive little colonial bungalow home.

You enter directly into the living room which is spacious, and the center hall makes direct connection possible from the main rooms to bath. Very compact are the plans, in which all late modern conveniences have been included. While the main foundation is of concrete, dark red brick has been used in exposed part of porch foundation; this, combined with the white exterior, green shutters and roof, produces a typical colonial effect.



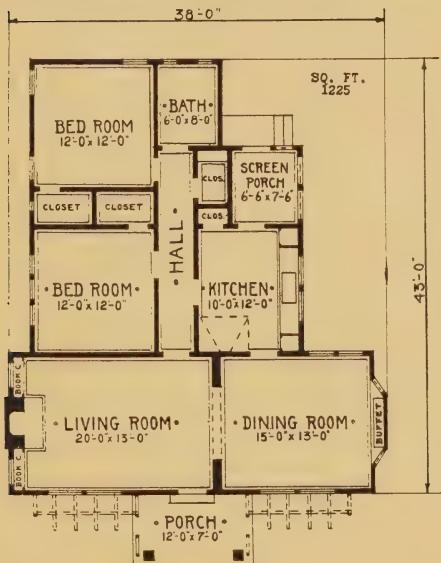
FLOOR PLAN NO. 1644



FLOOR PLAN NO. 1645

There is more art in home planning than the average builder realizes.

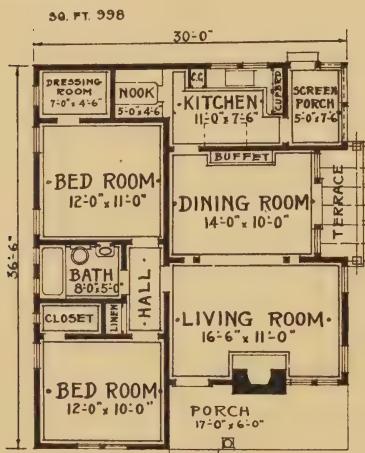
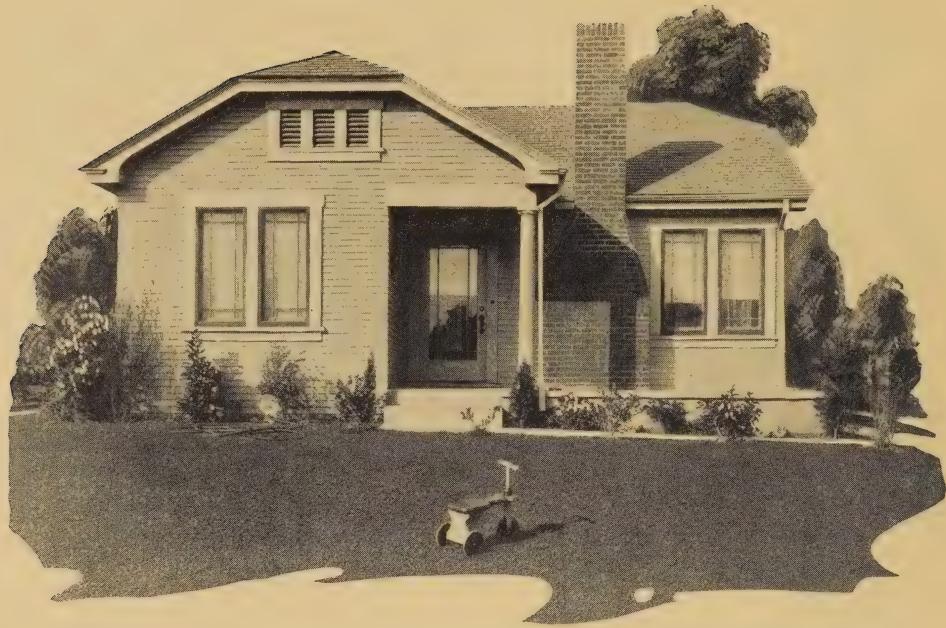
When you see a well apportioned, carefully detailed home it attracts your attention and you unconsciously make comment, possibly envy the proud possessor, and yet it costs no more to build pleasing homes than it does the ordinary kind.



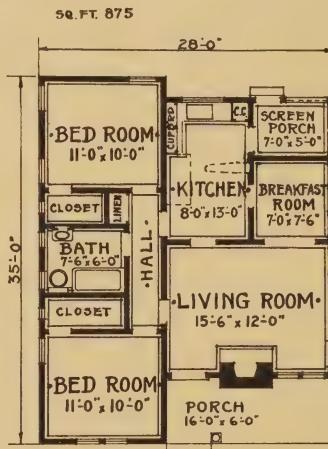
**Beauty and convenience you never dreamed possible of receiving for such a small investment.**

Semi-Colonial in design with sufficient number of carefully planned details to make the exterior very attractive.

The alternate room arrangements, while compact, are most convenient with plenty of space left for placing furniture.



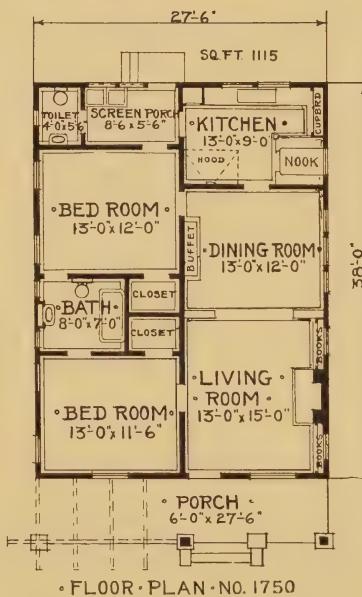
• FLOOR • PLAN • NO. 2370



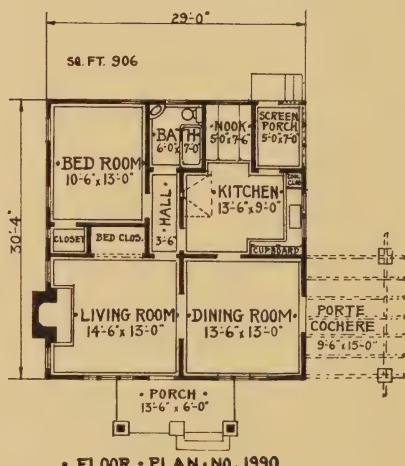
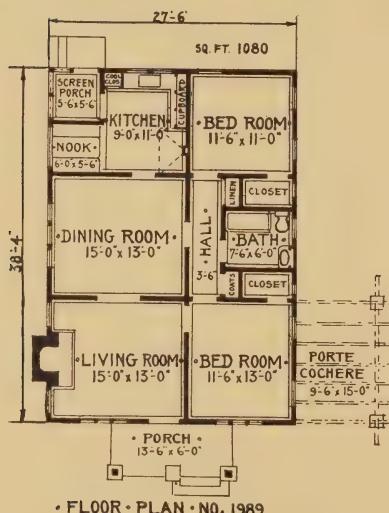
• FLOOR • PLAN • NO. 2371

May we ask that you give this little home plan your most careful attention? Study the pleasing lines of the exterior where simplicity and graceful lines produce attractiveness, then analyze thoroughly the wonderful arrangement the interiors contain and come to know just how convenient small home plans can be developed when this work is executed by competent designers.

Never before have you been privileged to adopt more practical plans embodying so many conveniences calling for so little investment as is reflected on this page.



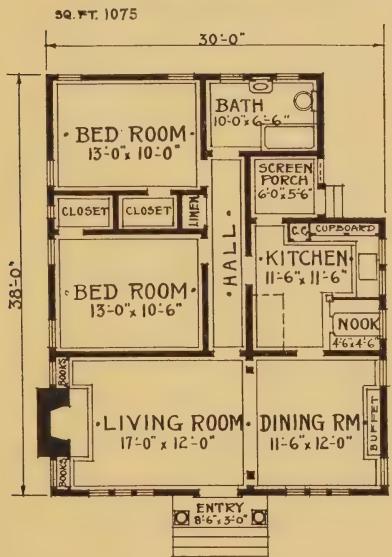
We believe the real reason for the popularity of this little home plan lies in the ideal room arrangement—compact, convenient and embodying all late labor and time saving conveniences, which mean so much to the housewife in transforming her duties from drudgery to one of pleasure, making possible the same amount of work in half the time.



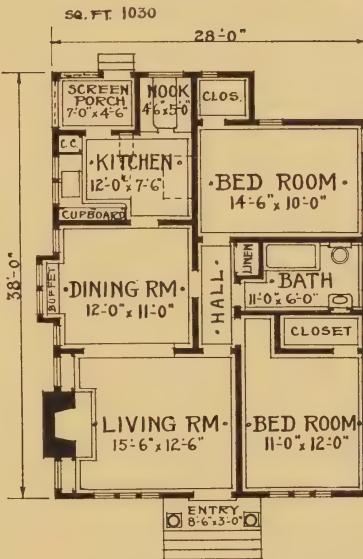
This little home radiates distinctiveness and even though it had not won first honors in competition with several hundred small home plans, it would, to many proud home owners represent the most ideal home ever created.

While the roof construction calls for composition material, the roof could be raised and shingles used if so desired.

The exterior is painted white which offers a pleasing contrast to the dark red brick in porch columns and exposed part of fireplace chimney. Then study the floor plans—so compact and convenient.



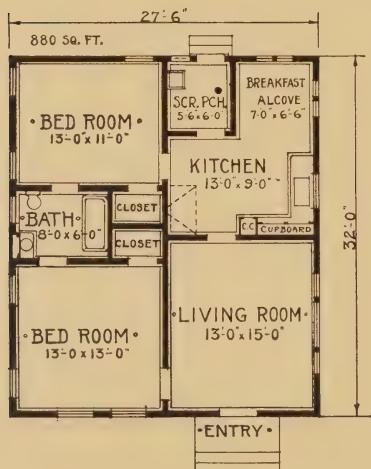
FLOOR PLAN NO. 2384



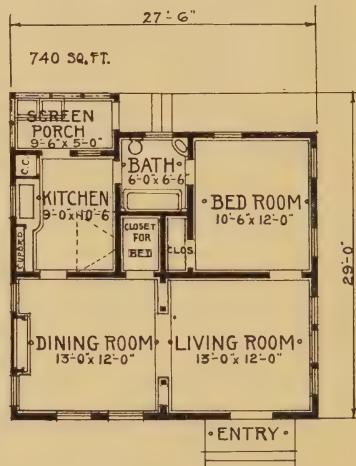
FLOOR PLAN NO. 2385

To be sure your new home will be worth all it cost to build, have your contractor follow fully detailed plans and use only durable materials. A few dollars invested in these thoughts will represent real thrift.

Isn't the atmosphere of this home an inviting one, and doesn't it make you feel as though you could walk right in and call it home? That is what careful thought in planning assures.

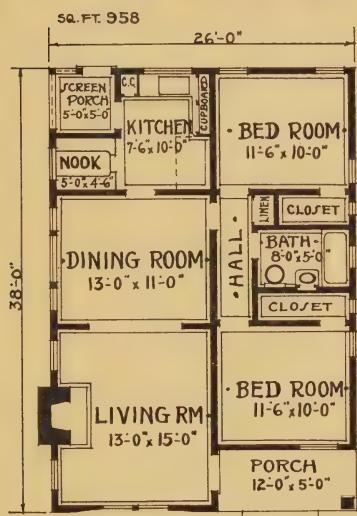


FLOOR PLAN NO. 2521

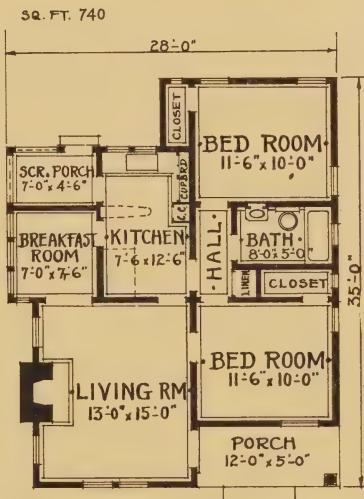


FLOOR PLAN NO. 1600

This simple little home is one of the most popular we are showing; there are just enough details added to make it attractive and because of the small ground space it occupies it meets many requirements. Quite a few have adopted it to build as an emergency home, later to be utilized as a garage and servants quarters, or it may be built on the lot where you want your permanent home to be and added to later on. Several of these built on one large lot—termed Bungalow Court—have proven very popular and represents one of the best investments you can make.



FLOOR · PLAN · NO. 2372

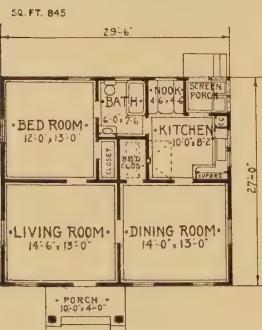


FLOOR · PLAN · NO. 2373

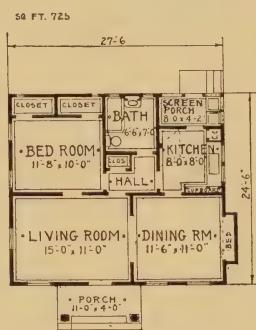
This new modern way to home building means the saving of dollars and time for you. Plans should be followed in building even the most inexpensive homes.

In this little creation simplicity has been followed throughout yet the exterior is most pleasing and the rooms so arranged as to permit of maximum space and conveniences.

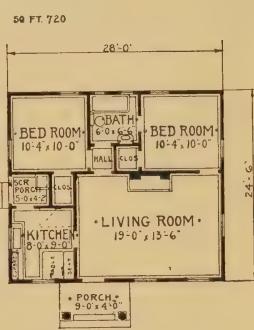
We know of a community entirely built up with homes of this size and general arrangement, and it is a district that is more than worth while to visit.



• FLOOR • PLAN • NO. 1920



• FLOOR • PLAN • NO. 1921



• FLOOR • PLAN • NO. 1922

Investment builders and land lords adopt and use these plans because of the attractiveness and modern conveniences, together with their low construction cost, assuring immediate occupancy either for rent or sale.

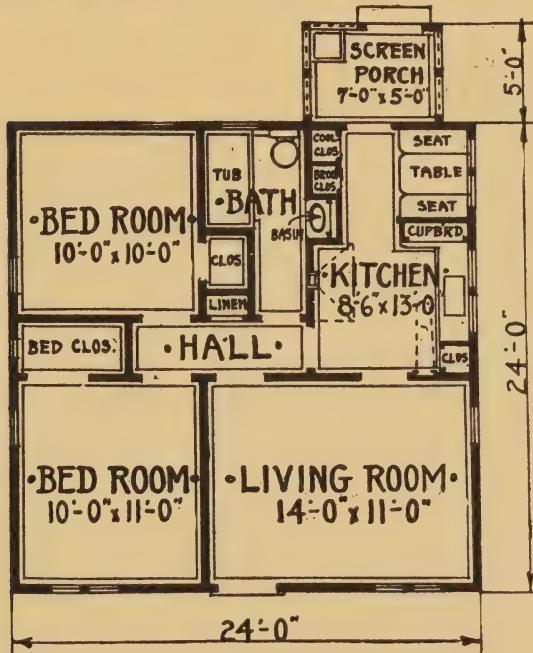
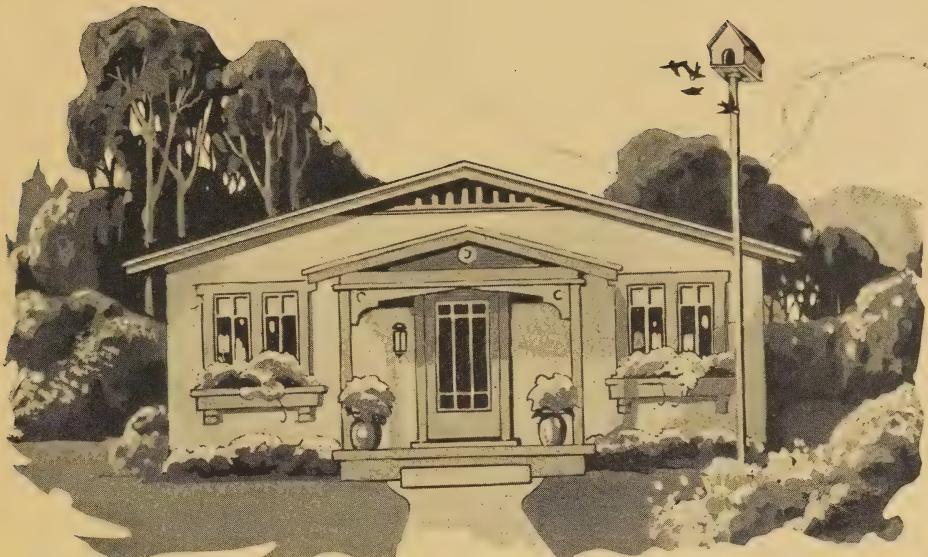
Here are three floor plans to choose from, each conveying a different arrangement. This idea has been widely adopted for individual homes, also constructed on rear of lot for income and several of them grouped on one lot form an attractive bungalow court.

**It's a dandy little plan any way you decide to use it.**

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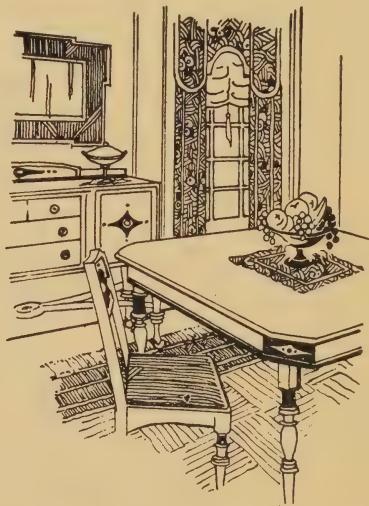
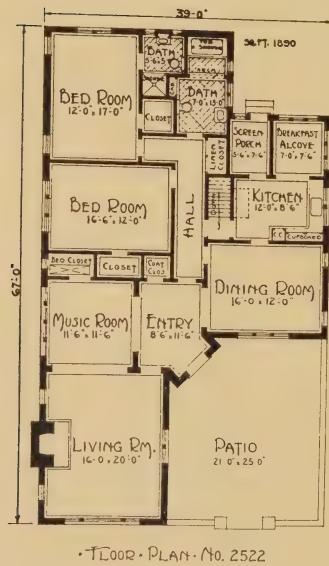
"All around you is evidence of Determination. What others have done you can do. Build a Modern Home."

It is just as necessary to secure competent advice in building garages as homes. The building plans will eliminate mistakes and waste.



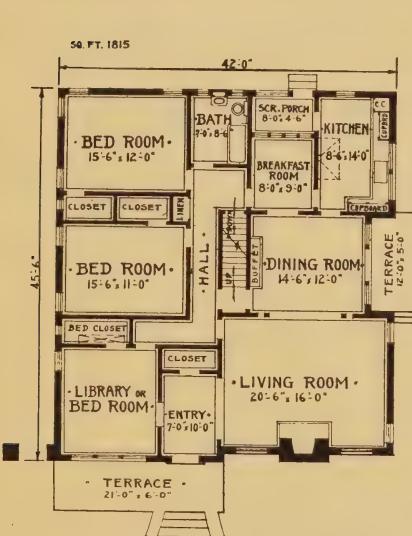
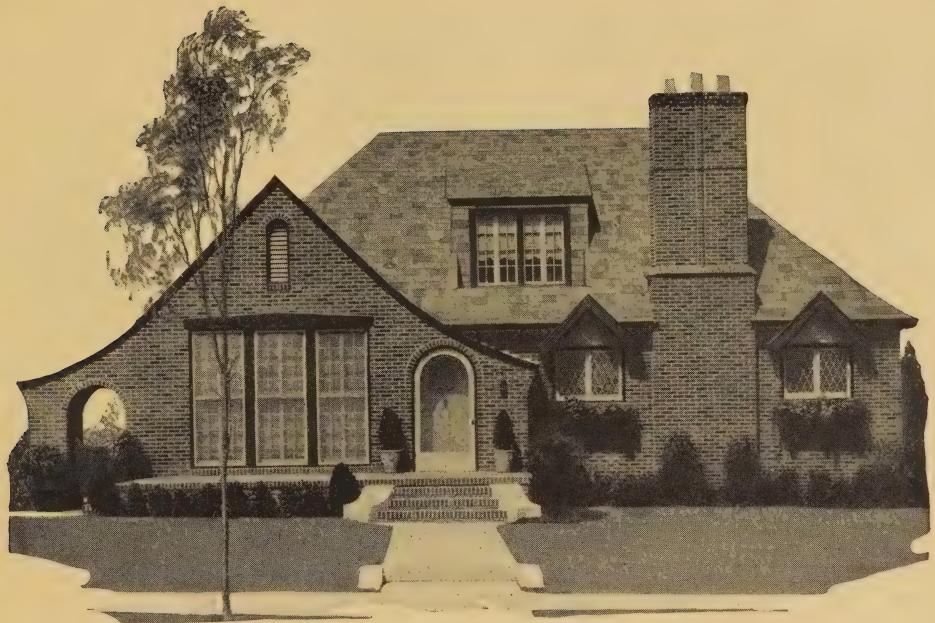
PLAN NO. 1968

Desire and longing for home is inborn in every living thing. The instinct exists alike in birds and men; each provides homes to meet and care for their own individual requirements. Therefore each home builder must determine the amount of money they are able to invest and select plans with sufficient room space to care for existing needs and yet build within their means. That is why we feature such a large variety of ideas.

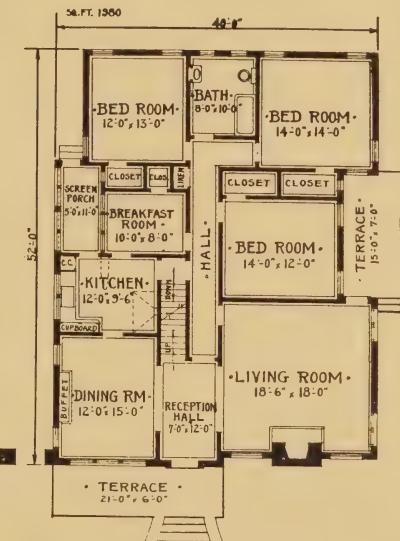


Artistic, perfect in its every detail, both inside and out, is this charming home, and just as beautiful with exterior in stucco or shingles. When they create homes more attractive, you will still find them featured in our service.

Every parent's duty is to rightly train their children and instill into their minds, love for home.



FLOOR PLAN NO. B735



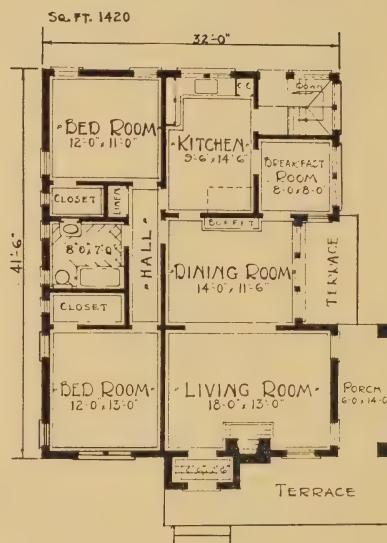
FLOOR PLAN NO. B717

Now, after you have doted on its exterior beauty, just peek at the ideal room arrangement—here every modern convenience has been included to make it just the home you will want to build.

These practical plans are adopted and used all over the world by Home Builders who desire real home value for their money.



FLOOR PLAN • NO. B657



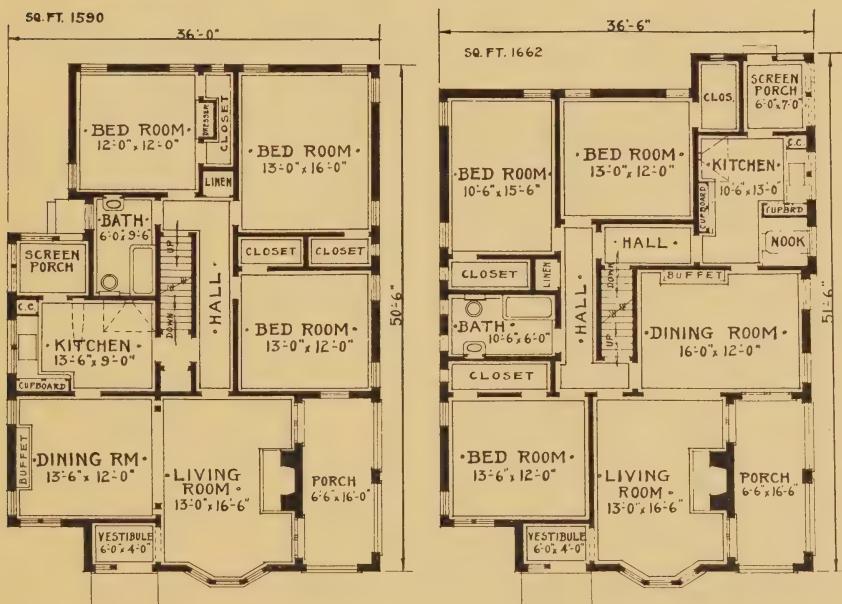
FLOOR PLAN • NO. B658

No longer are home builders satisfied to invest their savings in ordinary houses, they have come to know that it costs no more to build modern homes with attractive exteriors and well arranged, convenient rooms which represent a joy forever. That's the way it should be for no other worldly possession can compare in happiness, protection and real dollar and cent value.

Build your new home modern and build it well.

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The wonderful feeling of pride and satisfaction homes give commands your consideration.

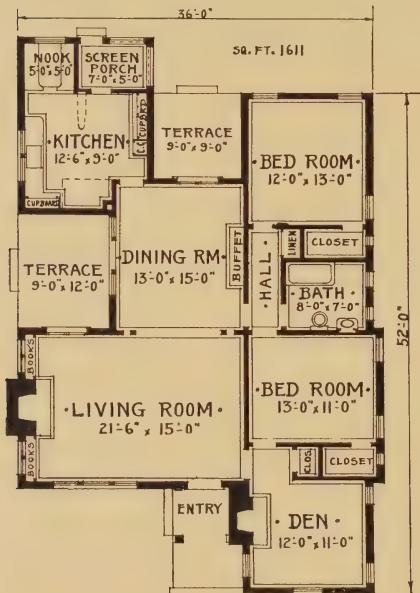


FLOOR PLAN NO. B605

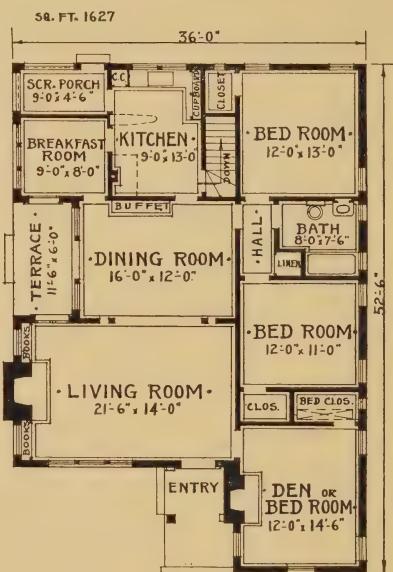
FLOOR PLAN NO. B606

A striking example of efficiency in home planning. Simplified exterior of most pleasing proportions, and it could be built of stucco, shingles or siding with equal attractiveness.

Remember, make-shift plans will not take the place of carefully detailed ones when satisfaction is desired.



• FLOOR • PLAN • NO.B 646

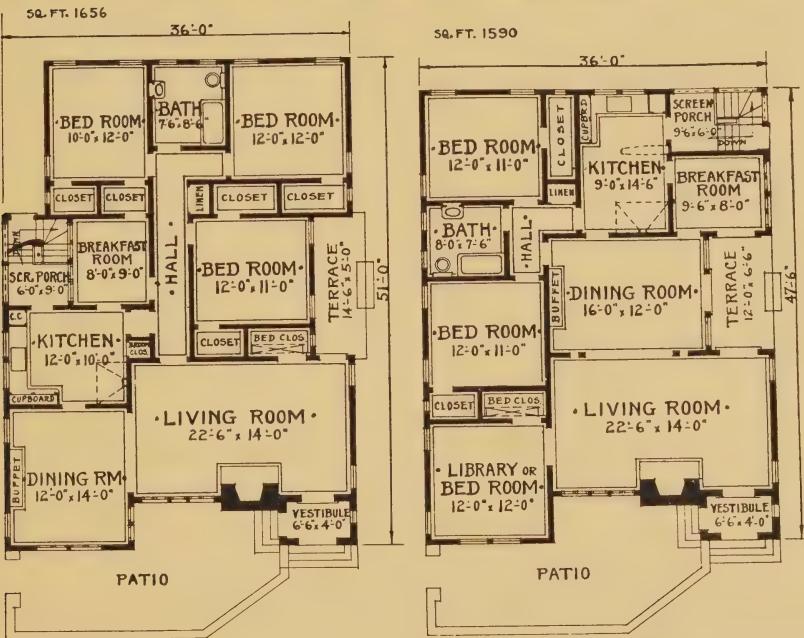


The outstanding features of this attractive home are the two fireplaces with their exposed dominating chimneys.

The spacious living room with built-in book shelves—terrace that provides ideal exposures—large airy rooms—ideal window spacing—small connecting hall, with the most modern conveniences incorporated throughout.

A brick home, a snappy, durable design that cannot help but please.

The unnecessary expense wasted by the average family each month would care for all home building obligations.

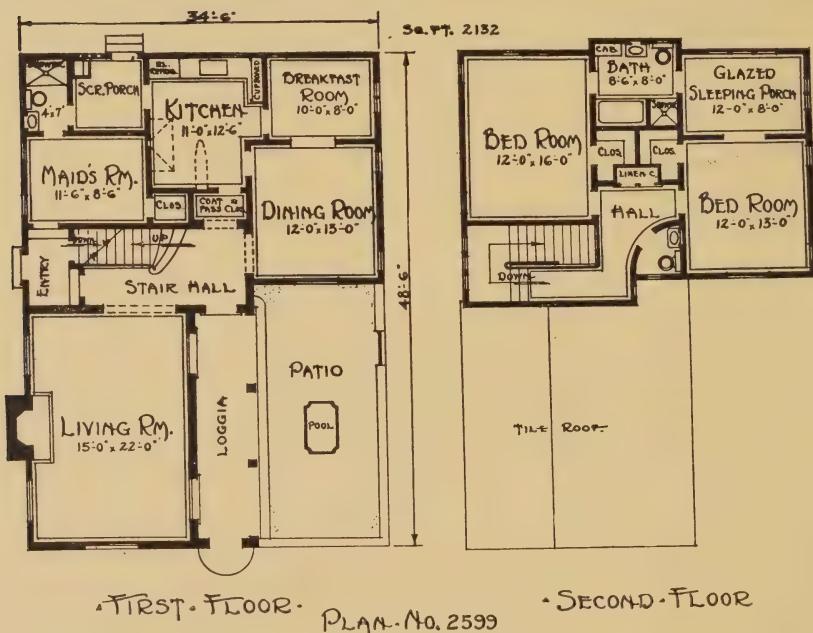


FLOOR PLAN NO.B709

FLOOR PLAN NO.B715

The time has come when every home builder should invest their money only in carefully planned homes constructed of the best of building materials. It's folly to expect something just as good for less.

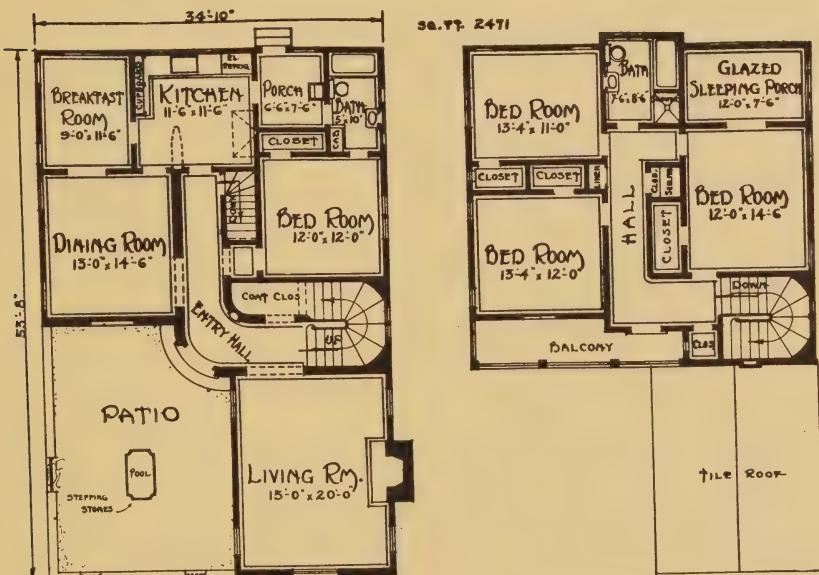
This home appeals because it is different, practical and attractive, and from the two interior arrangements we hope a sufficient number of rooms are shown to care for your requirements.



Some of the most skilled home designers in America have embodied their best efforts into the homes featured in this book, and this ideal plan is a vivid example of modernized thoughts.

The connecting loggia and patio form a unit that is mighty pleasing.

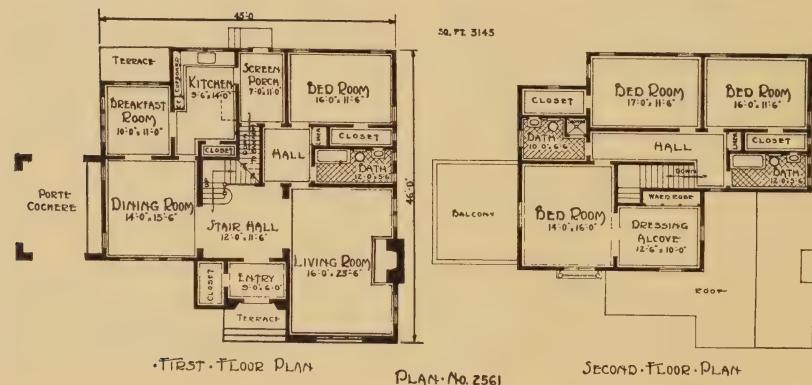
The living room with beamed ceiling is a spacious affair and on the second floor is located two large bedrooms, a glazed sleeping porch with connecting bath and shower.



FIRST FLOOR . . . PLAN NO. 2596 . . . SECOND FLOOR .

A real pretentious Spanish Home, one that reflects the very latest ideas in two-story planning, a home the most exacting will concede is perfect in both exterior detail and room arrangement.

No man has reached his full stature as a Man, a Father and citizen until he can boast of Home ownership.



The right to Home Ownership is founded upon determination, thrift and consistent efforts.

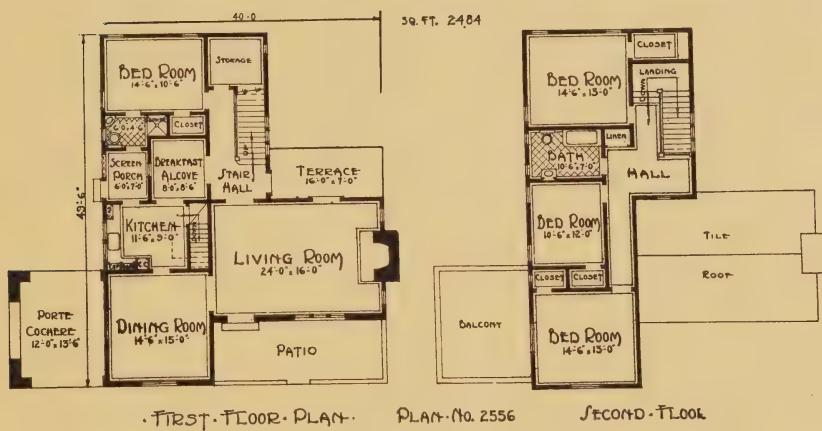
At the same time, not to fulfill our moral obligations in making ideal homes a reality is failure of life's duty.

#### THE HOME BEAUTIFUL

A very late idea in modern home building—one that commands respect and consideration both from exterior appearance and interior arrangement. It conveys a home that cannot help but make strong appeals for adoption.

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"Other investments may look attractive, but the first and greatest investment is a Home of Your Own."



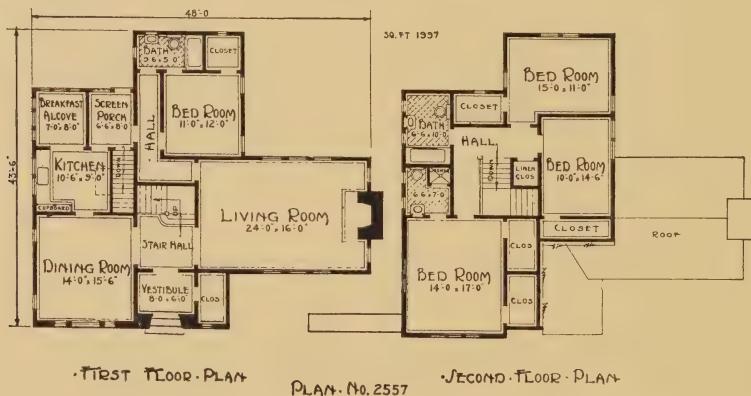
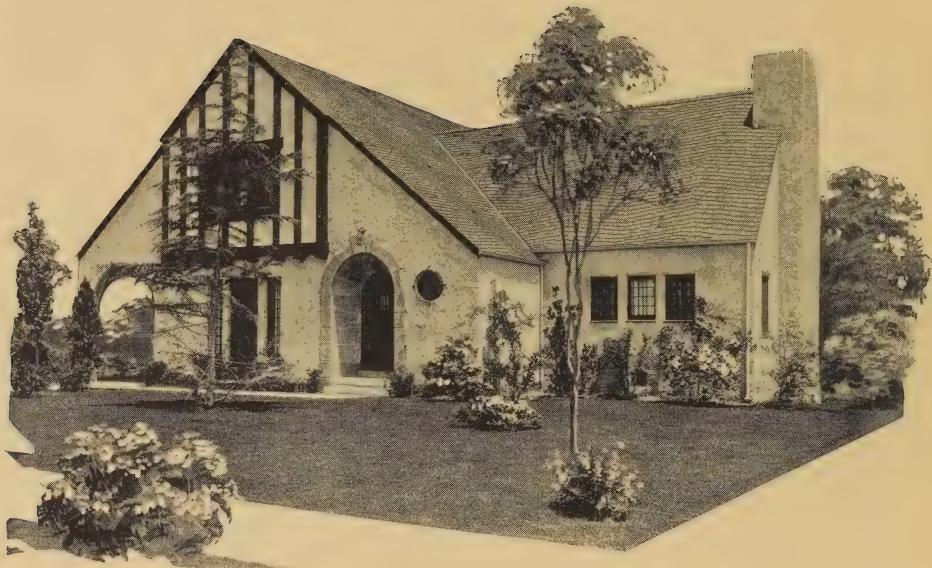
Your home investment, whether large or small, should be given the most careful consideration.

They don't build homes like this by guess—careful planning is the only thing that makes it possible.

Yes, it's unique, very attractive, beautifully proportioned and substantially designed, and a home you can adopt and build anywhere.

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Too much cannot be said in favor of home ownership, for the possession of a home distinctly stands as man's greatest achievement.



Desire, determination and consistent efforts are necessary applications in acquiring homes.

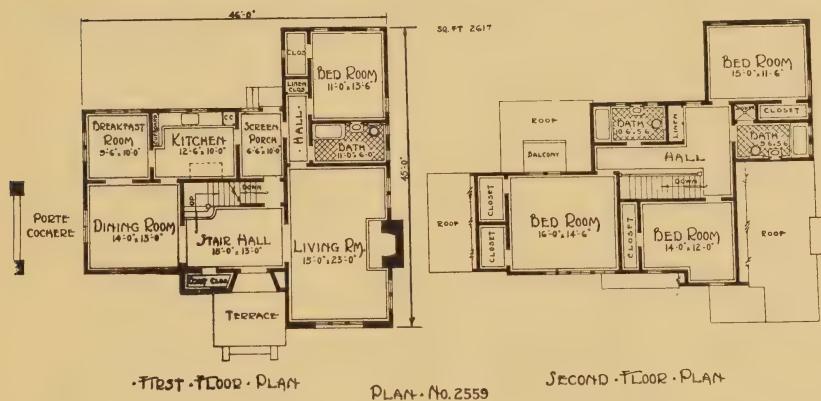
**HOME**—a great character founded on love, contentment and protection, and Real Planned Homes are a joy forever.

This wonder home reflects so much attractiveness and contains such ideal division of rooms as to command your earnest consideration. It would be equally as attractive in brick, shingles or siding.

Surely you could not help but be proud of a home constructed from this plan.

---

There is an air of prosperity about a well planned home that reflects independence and comfort within.



**Home Ownership insures permanence and instills into the minds of children Love for Home, and—meeting payments will instill thrift which will be practiced by each member of your family. Let them help you build a better home.**

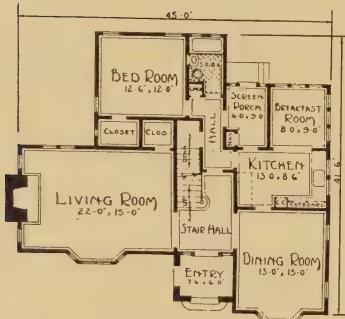
#### Build Real Planned Homes.

When home plans like this are submitted for your consideration you appreciate fully our efforts and desires to satisfy and care for your home building requirements.

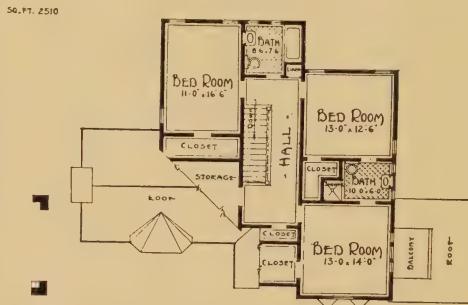
Both exterior and floor plans are so clearly shown, no explanation is necessary. We do, however, recommend that you adopt this plan to build from.

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"A Home pays daily dividends in Happiness, Contentment and Comfort, dividends that cannot be measured by the Dollar Standard."



FIRST FLOOR PLAN.



PLAN NO. 2558

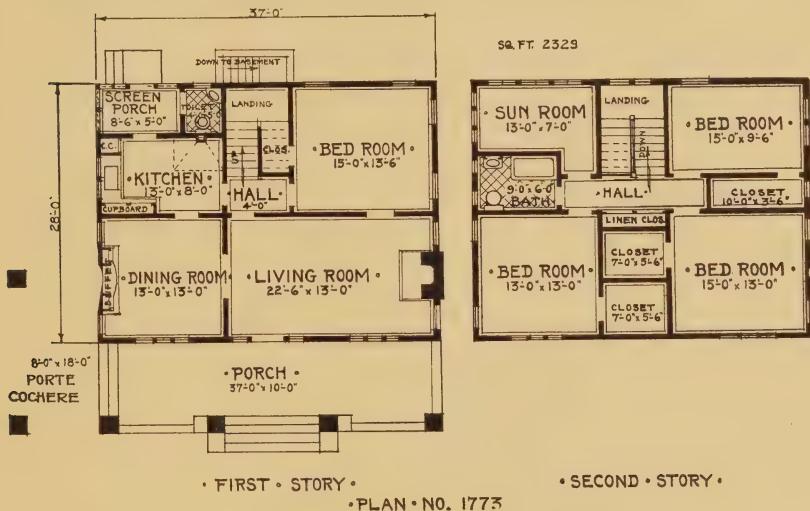
SECOND FLOOR PLAN.

The money you invest in real estate and improvements, protected by insurance, represents the safest investment possible, also the happiness and success that will come to you through home ownership will be your reward in years to come.

Surely the charms and attractiveness of this ideal home will strongly appeal to you, and after you have analyzed the modern, compact and convenient interior you will want to make immediate arrangements for the construction of a home from these plans, for this is the very last word in Modern Home Planning.

Meeting payments on a home will instill thrift which will be practiced by each member of your family.

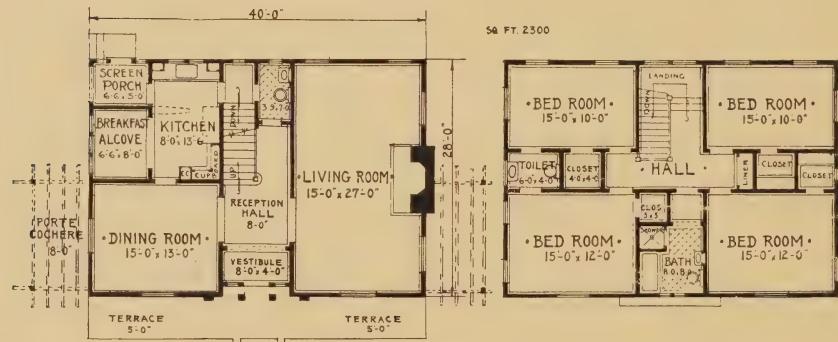
Homes are made a reality not by thought but by perseverance and thrift.



Individuality commands respect and consideration; that is why you should build distinctive homes.

You cannot help but admire and respect the distinctiveness of this attractive, convenient home, because in it are created details that are beyond criticism.

While the exterior is shown in stucco it would be equally as pleasing in either brick or frame, and because of its spacious frontage, it has every appearance of a home costing many times its investment. In design it is referred to as a Chalet type and is practical to build in any climate. The interior arrangement is a model of convenience, the rooms being so arranged as to give the builder maximum home value with attractiveness.



FIRST - STORY.

PLAN - NO. 1925.

SECOND - STORY.

**Persistency, consistency and determination represent a combination that never fails.**

You cannot help but concede the attractiveness of this distinctive, two-story, colonial home. It reflects all that is desired in exterior appearance.

It would be hard, indeed, to conceive of a more practical home building plan, and we are sure you will welcome the opportunity of giving it consideration. Imagine its stately white walls, colonial green roof and shutters and with roses clinging to the well arranged trellis, you have a picture beyond comparison. This, coupled with the compactness and conveniences of the rooms, makes strong appeals to those whose tastes and requirements call for a two-story home.

## *We Acknowledge With Appreciation—*

The cooperation received from those firms who have dignified the pages of this book with their advertising messages of information to Home Builders, and also to the artists, printers, ink manufacturers, engravers and paper firm who so earnestly contributed their best efforts and services throughout the development of this modern homes book.

The art work was executed by Mr. J. D. Johnsen, who recently startled the world with his combination half-tone and line illustrations for the Palos Verdes Estates; his efforts contributed largely to the pleasing appearance of this book.

The snappy, deep etched, outlined cuts which produce the clean-cut details that each illustration conveys, are the work of the California Engraving Company, of Los Angeles. Those who are familiar with engravings will pronounce the results of their efforts as being perfect.

The 120 lb. "Cameo Plate" paper used for the covers and the 80-lb. "Silkote" stock for the inside pages represents a combination which the most exacting would hesitate to criticize.

The printing executed by the Western Stationery Company, of Whittier, tells a vivid story of their modern equipment and ability to turn out work of the highest character, snappy details, even impressions, void of any signs of offset.

The ink used was specially created by Graphic Arts Ink Co. and plays an all important part in producing the attractiveness which this book reflects.

LUMBERMEN'S SERVICE ASSOCIATION.

# ARCHITECTURAL WOODWORK

There is a world of difference between a home equipped with  
**ARCHITECTURAL**

**WOODWORK** . . . a term which signifies millwork products of Accredited Standards of Construction . . . and one which contains just a miscellaneous lot of carpentry work, hurriedly nailed-up on the job.

**ARCHITECTURAL**  
**WOODWORK** is entirely "mill-built." It precludes open joints in sash and doors and panelings and other woodwork items. It assures exterior frames that are of wind and waterproof construction; kitchen fixtures and other casework that are perfectly machined, with mortised and tenoned or doweled construction, and assembled by skilled cabinet-makers; drawers that really fit and slide smoothly; mouldings and finish that are bright and evenly run; and finally, that all material used has been seasoned to an exact balance with atmospheric moisture content. These precautions eliminate shrinking, swelling, warping, loose veneers and the like, and guarantee both beauty and lasting service.

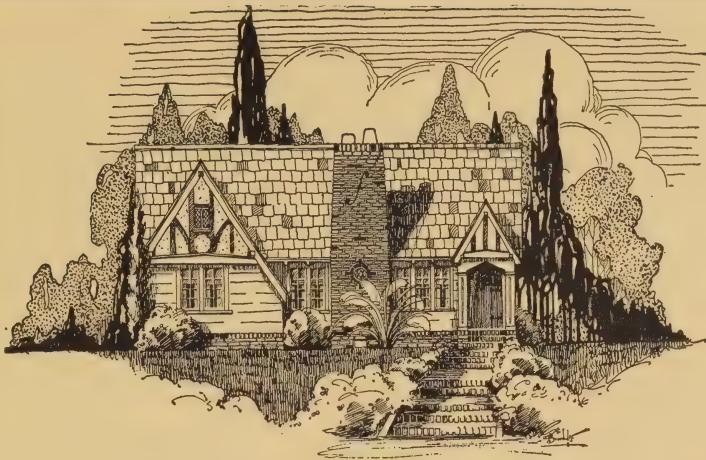
**ARCHITECTURAL**  
**WOODWORK** is the product of members of the **MILL-WORK INSTITUTE OF CALIFORNIA**, of which there are 112 in the State. There is a member in your locality who displays the official insignia of membership in his office. He is ready and anxious to contribute his advice, equipment and skill towards making your home more serviceable, more attractive and more livable.

## MILLWORK INSTITUTE OF CALIFORNIA

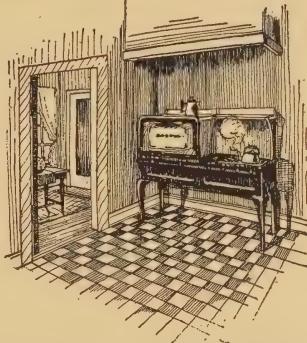


"An educational organization of independent and competing operators, devoted to elevating the status of the industry, and pledged to deliver to the consumer the highest quality of product at the most economical cost."

Insist on **ARCHITECTURAL**  
**WOODWORK** for your home!



USE  
**REDWOOD**  
in the Building of  
your new home  
*it Lasts*



Home builders through years of experience have found REDWOOD excels in beauty and durability.

**Seasoned California Redwood**

does not shrink, swell or warp—making it the ideal wood to use for both exteriors and interiors.

By using Redwood in the building of your new home you will be assured of complete satisfaction and the pleasant knowledge that you are building your new home of the best and most lasting material obtainable.

Talk with your lumber dealer about Redwood. He—your friend—will advise its use.

*Send the coupon for "Redwood Home Plans by California Architects." We will be pleased to send it without charge.*

**CALIFORNIA REDWOOD  
Association**

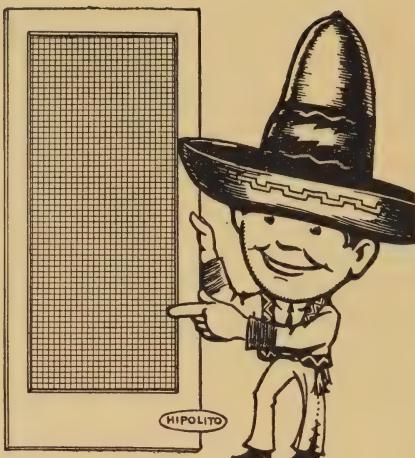
24 California Street, San Francisco, Dept. DHN

Please send me Redwood Home Plans by California Architects:

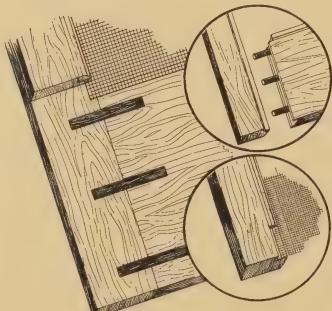
Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Will Your Screens Stand 7312 Slams Each Year?



That's the average abuse the average screen gets! Kicked and slammed from morning 'till night—yet there are many Hipolitos still going strong after years of such treatment. Made of California Sugar Pine, famous for its non-warping, non-shrinking qualities. Manufacturing methods that assure above-average quality.



## Corners of Strength

This is a close-up of one of the famous "corners of strength"—an important feature of all Hipolito Screen Doors and Window Screens. By actual test, it has upheld the weight of eight men without breaking. Furthermore, our unconditional guarantee means that every Hipolito screen has to satisfy you or we'll take it back. Ask about them today!

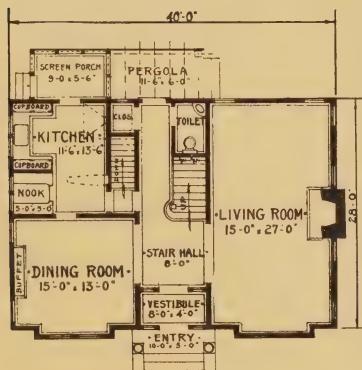
[[ *Hipolito Window Screens and  
Screen Doors are sold by  
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# HIPOLITO COMPANY

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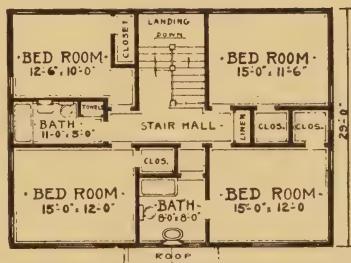
Los Angeles, Calif.

Phone WESTmore 6131



• FIRST STORY •

50. FT. 2345



• PLAN NO. 2392

• SECOND STORY •

**Are you making it possible for your children to refer back to their childhood days as being surrounded with ideal home environments?**

Here is a Colonial designed home that will meet all of your requirements, for this wonderfully well proportioned and carefully detailed home plan contains features that you cannot help but appreciate, and after studying both the exterior and floor plans in detail you can come to but one conclusion, that this plan is ideal and will develop into just the home you would love to own.

Modern Interiors provide convenient places for everything. They are sanitary, inexpensive and indispensable.

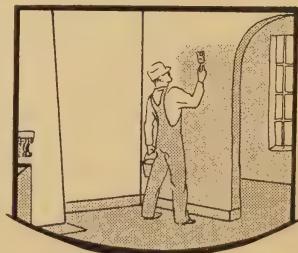
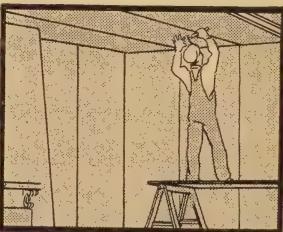
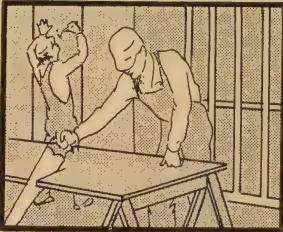
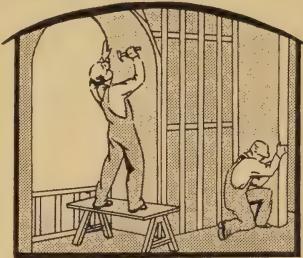
# SCHUMITE

## PLASTER WALL BOARD

SCHUMITE offers many advantages --- it raises home comfort to a new high standard --- fuel bills are lowered, for these solid, broad sheets of everlasting gypsum effectively resist transmission of heat --- homes are refreshingly cool during the hottest summer weather --- soundproof --- each and every room restfully quiet --- there is real insulation wherever SCHUMITE is used.

SCHUMITE is a durable fire resisting plaster wall board that can be sawed or cut like wood without danger of breakage. --- SCHUMITE improves with age --- grows harder, more durable every day --- comes in convenient sizes  $\frac{1}{4}$  or  $\frac{3}{8}$  thick, 48 inches wide, and in all foot lengths from 5 to 12 feet.

Consider the Insulation, Comfort and Stability of SCHUMITE plaster wall board with its surpassing advantages --- low first cost --- low construction cost, and lowest ultimate cost.



*Send for Descriptive  
Colored Folder*

**SCHUMACHER**  
Wall Board Corporation

Los Angeles

California



# LAUX WALL TEXTURE

THE EASY WAY  
TO BEAUTIFUL  
TEXTURED INTERIORS

LAUX WALL TEXTURE is the finishing touch for Schumacher Plaster Wall Board. It is a material with which you can obtain textured walls and ceilings of rich beauty. You can have any texture you wish. It is a finish which will last for years. It is durable and permanent yet soft and velvety in appearance.

Schumacher Wall Board properly applied and finished with Laux Wall Texture gives a one-piece wall without evidence of joints. Laux Wall Texture is also ideal as a finish coat over plaster. It will add a dollars and cents value to the interior of any home.

Laux Wall Texture comes in powder form. Colors are mixed in the material by the manufacturer. Select the color (or colors) you like best. Mix with water and it is ready to apply.

Laux Wall Texture is applied like paint with a brush. Complete directions are included with every package of Laux Wall Texture. Send for attractively illustrated folder. It's Free.

Sold by building material dealers.

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LOS ANGELES

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*A Beautiful Finish for Every Wall*  
APPLIED WITH BRUSH OR TROWEL

MAXIMUM  
PLASTICITY

PERMANENTLY  
WATERPROOFED

# VICTOR HYDRO-PLASTIC WATERPROOFED PORTLAND CEMENT

Permanently waterproofed exterior stucco jobs are always assured by the use of

## ***VICTOR HYDRO-PLASTIC***

Insist that your plastering contractor use VICTOR HYDRO-PLASTIC. He will be glad to do this because of its sand carrying capacity and plasticity.

Descriptive literature with detailed reliable plastering specifications gladly mailed upon request.

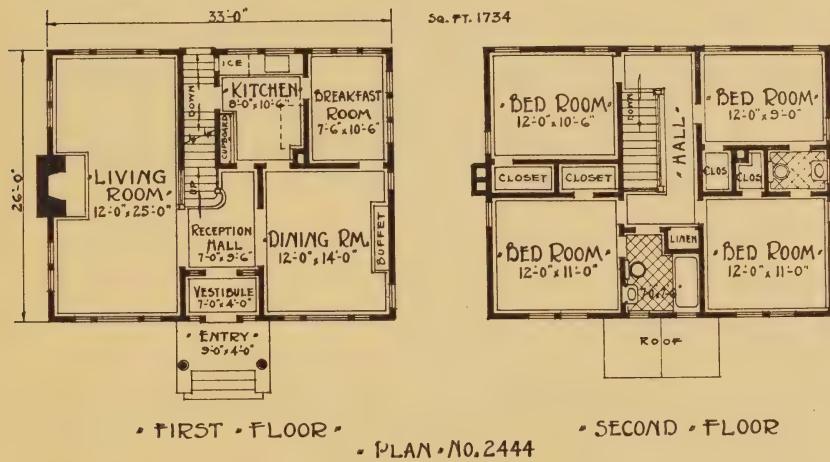


## **Southwestern Portland Cement Co.**

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Telephone TRinity 6946



Dignity with modern conveniences and a compact floor plan that assures greatest possible home value. No other architecture will ever surpass Colonial in beauty and durability. Every detail of construction, each tree, shrub and flower adds to its attractiveness, and there is no place in this wide world where it looks out of place.

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Featuring the latest conveniences for your new home or in the remodeling of your present home.

### Built to Fit Every Space and Condition

No matter how large or small your kitchen, bath room or dressing room may be there are COWAN standardized built-in units to fit your requirements.

COWAN Cabinets are manufactured in large quantities on a standardized scale. This economic method enables you to obtain higher quality at lower cost—Built from selected kiln dried California Sugar and White Pine.

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*Send today for illustrated catalogue featuring  
COWAN STANDARDIZED BUILT-IN CABINETS.*

**H. V. COWAN**  
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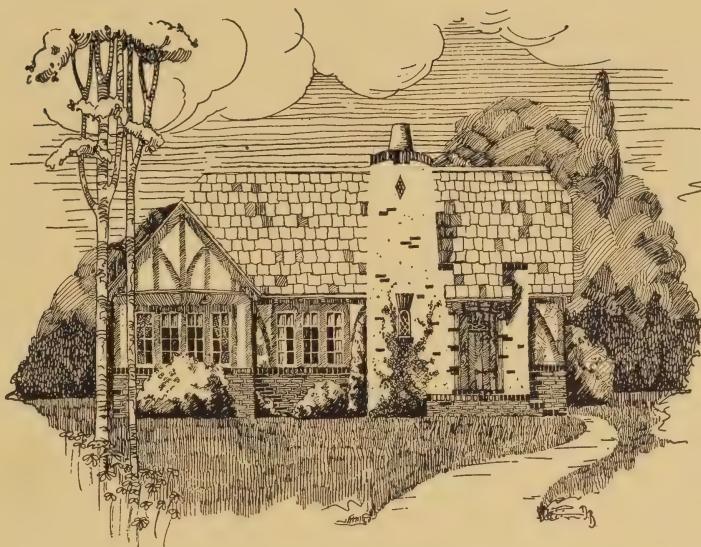
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*Are Attractive—Durable and Inexpensive to Apply*

They are manufactured in colors to harmonize with any surroundings and will add a pleasing atmosphere to your new home.

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Weaver-Henry Products are distributed through lumber and building material merchants.

If your dealer hasn't a stock on hand he can get it for you quickly.



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These important details should be given your serious consideration in the planning of your New Home.

Our illustrated booklet "Veneer Panels in the Home" contains valuable and helpful information and will be sent you gratis. Write for it today.

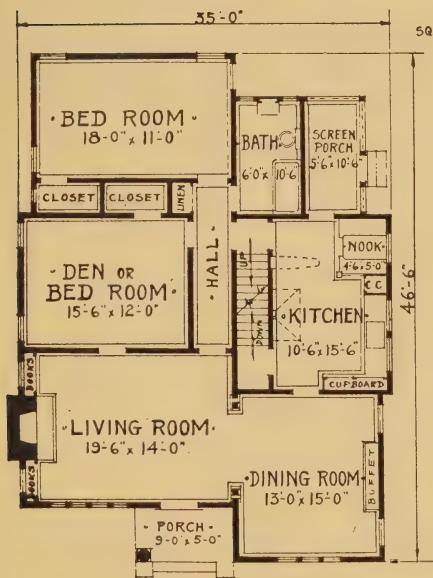
The most complete assortment of domestic and foreign woods in panels and veneers are carried in stock by us and are available to you through your lumber merchant.

## California Panel & Veneer Company

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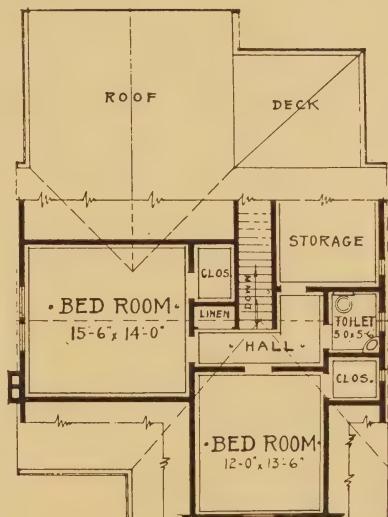
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LOS ANGELES, CALIFORNIA



**FIRST STORY**

• PLAN NO. 2404

**SECOND STORY**



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# Build Your Home Like A Thermos Bottle

A Balsam-Wool blanket between walls, floors and ceiling will make your home—

## Cooler in Summer—Warmer in Winter

From a snowbound cabin in the high mountains to a desert house under the tropic sun, you can have a more uniform temperature through the house every day in the year.

*Write today for our 36-page illustrated booklet "House Comfort That Pays For Itself" it's Free—*

People who live in homes insulated with Balsam-Wool say they never knew such comfort was possible, and that it cost so little more to build homes this modern way.

## Specify Balsam-Wool

Advise your architect, contractor, plan service people or lumber merchant to include Balsam-Wool in the specifications.

## See Your Lumber Dealer

Balsam-Wool is sold by lumber dealers everywhere; if your dealer does not have a stock on hand he can get it for you quickly.

## A Positive Sound Deadener

For Homes, Duplex, Apartments or Flats, Balsam-Wool by test is the cheapest fire-retardent, vermin-proof, sound, heat and cold insulation made.

Balsam-Wool, a chemically treated wood fiber product, is manufactured by the **Wood Conversion Company**, of **Cloquet, Minnesota**. It is one of the famous Weyerhaeuser Forest Products and carries a **Weyerhaeuser Sales Company** guarantee.



Distributed to all lumber dealers in California by

# The Woodhead Lumber Co.

4800 West Pico St.,

Los Angeles, Calif.

## INFORMATION TO HOME BUILDERS

**B**EFORE you make any arrangements to build you must first decide definitely the kind of home you want, the style of architecture, number and sizes of the various rooms and materials, fixtures, etc., that you will want included.

After you have made your selection from this book, secure complete blue print plans with details, together with specifications; these will be your instructions for mechanics to follow in assembling and completing all departments of the work to your entire satisfaction.

These instruments of service represent the best investment home builders can make, saving many times their cost in delays, misunderstandings and money.

Be sure that definite boundary lines have been established to insure your home being constructed on your own lot and located just where you want it.

If you are to secure a building loan, do not allow any work to be done or materials delivered to the property until all financial arrangements have been completed. You cannot get a building loan after work has been started.

Record both your loan papers and building contract and arrange for fire insurance to protect you fully during the construction work, also see that Contractor carries both public liability and workmen's compensation.

Whenever you pay out money insist upon receiving receipted bills from Material dealers and sub-contractors and from dealers supplying sub-contractors, and it is a good idea to have these bills show the particular job materials were for, that you will know you are paying your own bills and not bills for some other job.

Payments are made to the contractor as the work progresses, usually about as follows:

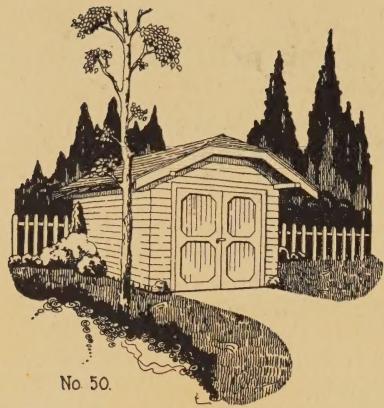
The first 20% when the first floor joists are in place and rough lumber is on the job.

The second 20% when the roof is on.

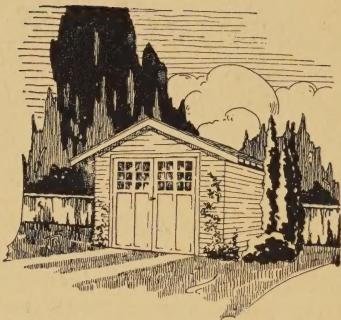
The third 20% when the building is plastered.

The fourth 20% when the building is completed.

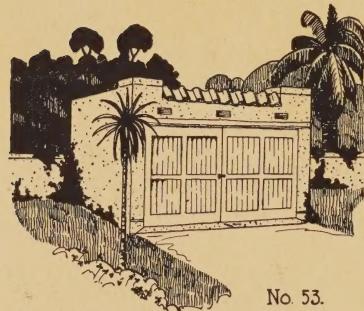
The fifth 20% after time has elapsed for filing mechanic's liens.



No. 50.



No. 51.



No. 53.



No. 54.

**HERE ARE FOUR PRACTICAL, MODERN GARAGES FOR YOU TO  
CHOOSE FROM.**

Numbers 50 and 54 are single garages and plans are available in the following sizes:

(12x14), (12x18), (14x16) and (16x18).

Numbers 51 and 53 are double or two-car garages, and plans are available in sizes:

(20x18) and (22x20).

The detailed plans are furnished at \$5.00 per set.

*It is just as necessary to secure competent advice in building garages as homes. The building plans will eliminate mistakes and waste.*

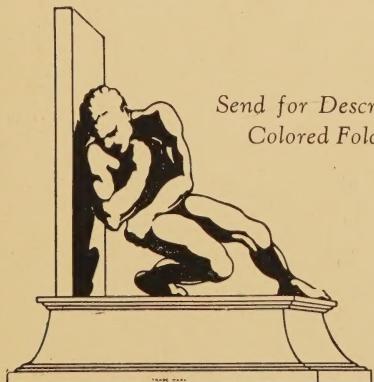
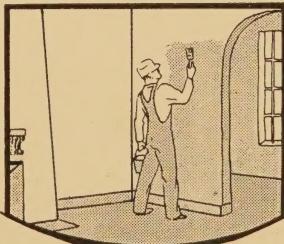
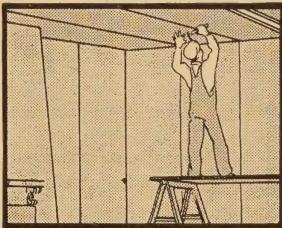
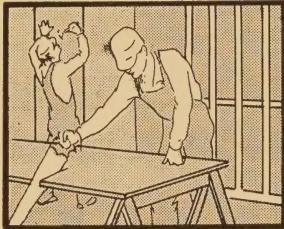
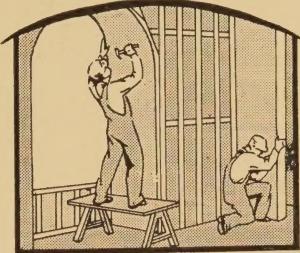
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**SCHUMACHER**  
**Wall Board Corporation**  
Los Angeles California

# The Diamond Match Co.

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